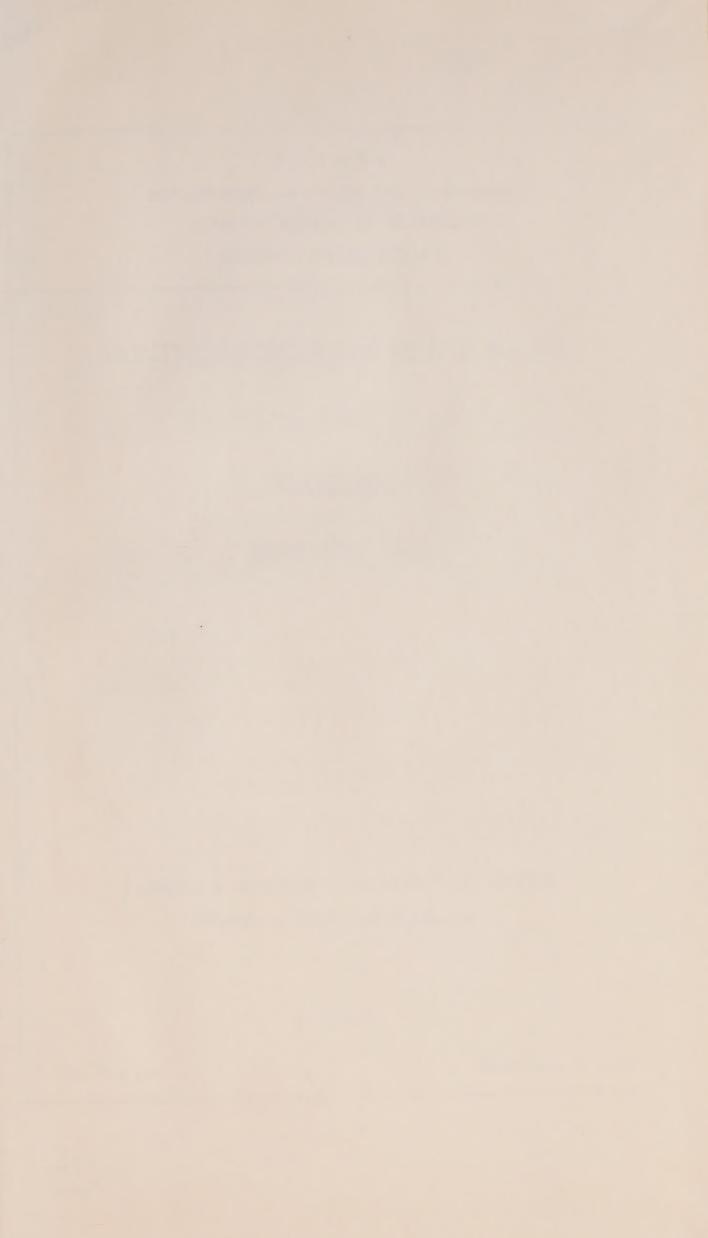




Covernment Publications Digitized by the Internet Archive in 2024 with funding from University of Toronto





(19)

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No. 1

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JANUARY 1940

Published by Authority of the HON. W.D. EULER Minister of Trade and Commerce.

OTTAWA

1940

Price \$1 a year

Single copies 10 cents



Table of Contents

		Page
1.	Summary of Retail Sales in Canada, January, 1940	1
2.	Comparisons of Retail Sales in Canada for January, 1940, with Sales in Related Months, by Kind of Business	2
3.	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	1
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	. 5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
5.	Annual Summary of Department Store Sales in Canada, by Selected Departments, 1938 and 1939	8
6.	Department Store Sales in Canada, by Selected Departments, January, 1939, and January, 1940	٥

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, JANUARY, 1940

Dollar value of retail purchasing in Canada increased 13 per cent during January, 1940, over January, 1939, while declining 42 per cent below the volume for December, 1939, according to composite figures for twelve lines of retail trade for which statistics are available. The substantial gain over January last year is in continuation of a steady advance which has been in progress since early in 1939, and which was further stimulated by the outbreak of the war. The decline below December, 1939, was only slightly greater than the average seasonal movement for this time of year, and is a reflection of the heavy Christmas trade of December, 1939. For the second consecutive month, all groups increased over the corresponding month of the preceding year, gains ranging from 7 to 22 per cent being recorded. The unadjusted general index stands at 70.6 for January, 1940, 122.0 for December, 1939, and 62.3 for January, 1939.

The adjusted index, which takes into account the varying sales importance of the days of the week as well as seasonal influences characteristic of the various months, receded slightly from the 87.4 recorded for December, 1939, to 86.2 for January, 1940, but was 14 per cent above the 78.2 shown for January a year ago.

Trend in dollar value of retail sales reflects changes both in prices and in the volume of goods purchased. The Bureau's Retail Price Index for January, 1940, was less than 4 per cent higher than for the corresponding month of 1939. Although price and retail sales indexes are not strictly comparable it is evident that the major portion of the increase in dollar sales represents an increase in the volume of goods passing into consumers' hands.

Regional statistics for those groups for which such figures are available reflected widespread improvement, increases being reported in all sections of the country. Gains over January, 1939, were particularly noteworthy in the Maritime Provinces.

The largest gain recorded was a 22 per cent advance in sales of furniture stores over January a year ago. Boot and shoe store sales were 18 per cent higher, as were sales of hardware stores. Music and radio stores reported increased sales amounting to 13 per cent, while a similar increase was reported by candy stores. Restaurant receipts were up 7 per cent over January, 1939.

A most outstanding feature of the results for January, 1940, and one which contributed to a considerable extent in effecting the increase in the general index, was the 19 per cent gain in sales of department stores over January, 1939. The Maritime Provinces led all other regions of the country with a gain of 33 per cent. Sales were up 20 per cent in the Prairie Provinces, 19 per cent in Ontario, 17 per cent in Quebec and 8 per cent in British Columbia.

Variety store sales averaged 12 per cent greater in January, 1940 than in the same month of last year. Sales in the Maritime Provinces were up 21 per cent; gains in other sections were held within the narrow range of 10 to 13 per cent.

Sales of men's and women's clothing stores advanced 14 and 7 per cent respectively over January, 1939. A gain of 44 per cent in men's clothing store sales in the Maritime Provinces was followed by increases of 14 per cent in Ontario, 11 per cent in both British Columbia and the Prairie Provinces, and a 7 per cent increase in Quebec. With a more moderate advance of 14 per cent, the Maritime Provinces showed the greatest improvement in sales of women's clothing stores also. Other increases were as follows: 11 per cent in British Columbia, 9 per cent in Ontario, 3 per cent in Quebec and 2 per cent in the Prairie Provinces.

An increase of 12 per cent over January, 1939, occurred in sales of grocery and meat stores in Canada. Regional results showed that most outstanding gains were recorded in Western Canada, sales in British Columbia and the Prairie Provinces

DEFATIGAT OF TRADE AND COMMERCE DOMINICS FURTAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWN, CAMADA

minion-Statistician: nief, Internal Trade Branch: atistician:

K.H. Cowes. bl.D., F.R.S.C., F.E.S. (Nun.) Herbert Marchell, S.A., F.S.S. A.C. Steedman, S.A.

MONTPLY INDEXES OF RETAIL SAUKS, JANUARY, 1980

Dolish value of retail pursuants in Canada increased 13 per cent during meaning, 1950, over January, 1939, while depliating 12 per cent below the volume for meanber, 1939, seconding to composite figures for twelve lines of retail trade for itoh statistics are available. The substantial gain over January last year is in continuation of a steepy savence which has been in progress since early in 1939, and which is afterner simulated by the outbreak of the Aur. The decline below Secender, 1939, and which is only slightly greater base the average seasons! movement for this sine of year, and a reflection of the heavy Christmas trade of Secender, 1939. For the second consective month, all groups increased over the corresponding month of the proceeding year, live month, all groups increased over the corresponding month of the proceeding year, the increased general schor standard from 7 to 27 per cent being recorded. The tandinated general schor standard from January, 1940, 1870 for January, 1940, 1870 for January, 1949, and 62.3 for January, 1949.

The days of the west as well as setsonal influences the varying sales interfance to days of the various within the West as setsonal influences therefore the the various within reveled slightly tron the W7.5 reducted for December, 1979, to 85.2 for January. 1900, but was ill pur cent above the 73.6 shown for January a year ago.

Trend in doling value of goods purchased. The Marvau's Folds: Prior lades for invery, it is she value of goods purchased. The Marvau's Folds: Prior lades for invery, 10, was loss than I per cept biener than for the comparable it is evident that the safet rice and retail sales indexes and according to a spirit the comparable it is evident that the safet rice of the increase in coller sales represents an autorese in the volume of gapus saing into consumers! Nanda.

Regional atailatios for those groups for which such Dicares are available classes widesproad improverent, increases being reported to all sections of the country. In over Jamery, 1979, were purbloclarly noteworthy to the Maritime crowinces.

The largest pain recorded was . The new control is released formationed over derivary a just age. Another and rests easies were 18 year such higher, as the asies of increased which the seles of increased which the seles and redic abores reported increased which walls a stallar language by camey stores. Educations religions were up T per cent poor denouncy 1973.

A most outstanding forbure of the results for January, 1910, and one to contributed to a considerable entent in effecting the increase in the pergrapher, was the 19 per cont gain in bales of Aspartonial sectors over dimension, 1959. The ritian Provinces les all other regions of the consists with a gain of 35 per mate, less were up 20 per cont in the Prairie Provinces, 19 per cont in Substitution Contribute.

Varioty Store males averaged 12 per cont greater in January, 1963 than in atms month of last year. Sales in the Maritian Provinces were up 21 per cent; pains other sections were held within the narrow range of 10 to 15 per cent.

Dales of near's and sceneral storage storage storage than 7 per cent percentage of the storage processes of the percent in ments of oblige storage to the Maritima Provinces was followed by the contact of the percent in Orlero, 11 cent to both British Columbia and the Province Storage, and a 7 per cent in Orlero in the Date With a storage and the Province alternation of the Province along the Columbia of the Province along the Columbia, 3 per cent in Columbia, 3 per cent in Companies of the Columbia of the

An increase of Mi per rank dvar January, 1979, occurred in sains of grow y and ment scores in Canada. Regional results encount that most overess freezes to recorded in heature Veneza, sains in Services Columbia and the Regional Provinces.

being 25 per cent higher in each case. Sales in Ontario and Quebec were up 10 and 7 per sent respectively. An index of grocery and meat store sales for the Maritime Provinces so not available.

Drug stores in Canada reported increased sales amounting to 7 per cent over January of last year. A 12 per cent gain in the Maritime Provinces was higher than that ecorded for any other region. In the Prairie Provinces, the increase was 9 per cent; in luebec, 7 per cent; while improvement of 5 per cent was shown for both Ontario and British solumbia.

Total sales of 19 departmental firms reporting sales by departments inreased 17 per cent in January, 1940, over the same month of 1939. While increased
sales were reported for all departments, most pronounced gains were those shown by the
clothing and household lines. Shoe department sales increased 28 per cent, while men's
clothing sales were up 22 per cent and women's clothing, 20 per cent. An advance of 23
ber cent was reported in sales of hardware and sales of household appliances were 21 per
cent higher. Sales of the music and radio department gained 19 per cent, while the
curniture and home furnishings departments were both up 18 per cent. Sales of piece
coods and smallwares were higher by 18 and 17 per cent respectively. Other increases
were as follows: drugs, 8 per cent; food, 6 per cent; stationery and books, 1 per cent.

The annual summary of department store sales by departments for 1938 and 1939 appears in this bulletin. The totals shown represent sales of 23 departmental firms which report on this basis each month. Total sales during 1939 were 4% higher than in 1938, with all departments showing improvement over the previous year. Sales of men's and women's clothing reported gains of 7 and 6 per cent respectively over 1938, thile sales of shoes increased 5 per cent. In the household group, the following gains were recorded: household appliances, 5 per cent; hardware and music and radio, 4 per cent each; home furnishings, 3 per cent; furniture, 1 per cent. Sales of piece goods and smallwares gained 3 and 4 per cent respectively, while stationery and drug sales were both up 1 per cent. Sales of food departments were only fractionally higher than in 1938.

Sales of a representative group of jewellery stores throughout Canada iveraged 21 per cent higher in January, 1940, than in January a year ago.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

	+	January, 1940 or - per cent compare	ed with
Kind of Business	January 1930	January 1939	December 1939
General Index	- 24.2	+ 13.3	- 42.1
Boots and Shoes	- 32.4	+ 18.4	- 62.0
Candy	- 50.1	+ 12.5	- 63.5
Men's Clothing	- 16.0	+ 14.0	- 55.6
Women's Clothing	- 27.1	+ 7.0	- 56.7
Departmental	- 30.2	+ 18.5	- 55.4
Drugs ,	- 10.9	+ 6.6	- 27.5
Furniture	- 26.6	+ 22.2	- 46.1
Groceries and Meats	- 18.0	+ 12.1	- 19.0
Hardware	- 17.3	+ 17.7	- 40.6
Music and Radio	- 46.4	+ 12.6	- 40.5
Restaurant	- 43.5	+ 6.6	- 13.2
Variety	- 2.3	+ 12.4	- 67.5

tanan Militar Militar kanan salah salah salah terbagai berana berana dan berana dan berana dan salah salah sal Berana dan berana dan

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

C. Adjusted for Number of Business Days and Seasonal Variations. A. Unadjusted. B. Corrected for Number of Business Days.

																						_			(F)				
Clothing(d)	O	114.6	102.3	84.8	83.3	67.7	67.5	63.6	70.8	75.5	81,3	76.0	78.9	bette voge	ambaka, . n									78.5				78.9	
S	В	79.1	70.6	58.5	57.5	146.7	146.6	43.9	146.7	149.8	53.6	50.5	52.1			142.9	57.4	91.0	75.2	73.9	59.3	17.6	75.8	96.5	84.0	115.7		52.1	
Women'	A	79.2	71.2	62.0	58.7	45.1	16.5	14.0	47.1	50.8	51.6	148.5	51.9		. eddor/inced	40.3	59.7	4-68	74.4	74.6	57.0	19.0	78.6	93.3	84.1	120.0		51.9	
(c)(d)	ວ	189.5	112.3	87.1	76.1	70.5	61.8	75.2	77.2	83.4	89.2	80.3	88.6			75.7	9.99	74.7	73.6	75.5	80.8	75.4	87.9	87.5	82.0(f)	82.2		88.6	
Clothing(В												65.9	***		47.7	53.3	81.4	75.8	80.0	65.4	55.1	87.9	109.4	100.9	136-4	1	65.9	
Men's (A	125.3	74.8	6.09	51.2	6.41	7.07	149.7	52.2	7.09	6.09	55.1	62.8			144.7	55.5	79.9	75.0	80.7	65.9	56.7	91.1	105.7	101.0	141.4	t l	62.8	-
	ບ	117.2	110.9	85.4	78.4	62.8	62.8	54.7	61.0	57.9	55.1	53.5	58.3			54.3	51.1	60.5	54.9	56.4	50.7	149.7	51.7	55.7	57.7	61.6(f)		58.3	
Candy(h)	В												6.1			54.3	43.5	78.6	53.8	43.5	12.6	146.7	48.1	52.9	19.67	11/1.6		6.14	
	A	88.8	84.6	4.89	61.0	0.97	47.5	39.8	14.7	43.2	10.9	37.5	12.2			50.0	43.8	78.8	54.0	12.8	43.8	47.2	19.8	51.6	18.7	115.7		12.2	
Shoes	ນ	132.7	97.4	90.1	9.06	8.69	71.5	74.4	74.0	79.1	86.2	74.0	85.4	er frage fi		0.49	55.1	77.2	70.2	74.5	76.6	69.1	84.4	79.9	7-99	72.9(+		4-58	=
and	В	91.6	67.2	62.2	61.6	46.8	45.8	43.9	10.7	142.7	1,6.6	0.01	46.1			3406	47.4	82.6	86.4	107.3	72.0	52.5	87.0	77.5	67.7	116.6)	46.1	
Boots	A	91.5	67.5	66.1	63.5	15.1	15.4	43.9	10.8	0.44	45.3	38.5	45.6			32.5	748.8	82.4	85.9	107.5	8.69	53.7	89.5	74.6	67.6	119.9		45.6	-
x(q)	ນ	112.7	109.3	91.4	78.7	67.1	6.89	70.8	73.5	79.0	81.2		86.2			75.5	76.2	79.0	80.9	85.0	83.6	81.8	87.6	88.6	83.2(f)	87.1		86.2	
al Index(d	В	94.7	91.8	76.8	66.1	56.4	57.9	58.1	60.2	64.8	66.5	64.1	70.7			65.7	70.1	83.7	84.9	85.9	73.6	71.2	4.68	8.46	88.2	119.8		70.7	-
General	A	95.4	93.1	80.6	67.1	54.8	58.0	58.5	61.0	65.8	64.7	62.3	70.6			61.5	72.9	81.7	87.8	9.98	71.5	73.4	91.1	92.1	88.5	0.00		70.6	
	Year and Month	January, 1929	January, 1930					e,	January, 1936	. •			January, 1940		1939	February	Harch	April	May	June	July	August	September	October	November	December		1940 January	

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

A CONTRACTOR OF THE STATE OF TH

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

	1													•	4		•											(J				1
Meats	0	102.2	1.001	91.0	0.6/	71.2	73.6	7/1.7	2 18	87	0000	000	4.48	92.0		1	6.98	91.9	87.9	6.06	101.6	88.7	92.7	020	73.6	2006	89.8	92.4(92.0	
and	B	99.1	105.4	88.0	0.0/	69.1	71.4	71.7	0 22	N. 00	1.00	07.0	81.1	88.3			85.2	89.1	93.1	93.6	101.6	86.9	9E 2		75.5	90.2	88.9	102.5			88.3	
Groceries	A	99.1	106.6	7.56	79.3	66.7	70.8	71.7	700	0.00	0 2 0	17.6/	78.0	87.4			80.0	92.4	95.6	91.9	102.6	82. 3	1 2 0	7.00	78.1	86.9	88.7	107.9			87.4	
	<u>ن</u>	115.7	108.2	86.8	71.8	1.6.7	62.6	65 7	30.0	0.00	80°	87.8	75.6	89.2			77.1	72.2	72.9	78.8	80-1	1000	0000	0.01	0.//	95.7	87.0(f)	9.66		description of	89.2	
Furni ture	В	85.6	80.1	17.99	53.1	33.0	U.X.	1-7-1	t-0-t	7.047	58.6	56.0	6.67	58.9			0.49	62.8	85.2	8.66	70.6	7. 7		0.0/	92.4	107.2	87.8	770-5			58.9	
	A	47.98	80.9	9.89	53.0	70.7	12 2	17.0	42.0	6.947	58.5	54.6	78.6	59-1	†		0.09	65.5	82.0	1001	RO 2	(40)	0000	82.2	92.2	104.4	88.6	0.00	1		59.4	
	O	103.2	101.3	94.3	86.6	1 27 .	72.01	0 - 0	7.0	79.7	88.1	89.8	90.1	0.96			91.1	91.8	91.7	1 6	1 000	1-06	t-00	20.52	87.5	91.6	927(4)	_	70.6		0.96	
Drugs(d)	B	99.1	97.3	90.2	83.1	70.00	100	/th-/	10.01	74.1	81.9	83.5	87.8	80 %	0.20	-	89.3	89.0	80.0	0/1/0	- 100	0000	6. t/8	84.5	89.2	97.11	1 - 00	76.1	(.671		89.3	
Control of the contro	A	101.1	99,5	201-7	85.3	1	14.0	(2.1	77.9	75.8	84.0	8-18	820	2000	1.00		0.08	0-16	80 0	0 00	0000	0.00	86.2	86.1	90.3	7.00		0,00			88.7	
Contract to the contract to th	O	0.011	272	0,5	77 8	0 - 1	7.00	69.5	72.1	71.3	78.2	78.1	75.0	20.0	0.00		70.07	71.7	75 7	- 0 - 0 - 0 - 0 - 0 - 0 - 0 - 0 - 0 - 0	13.0	1.2)	77.3	73.1	86.6	0 00	0.00	01.0(1)	4.00		0.98	
Dagartmental	B	88.0	000	72.00	000	2000	55.1	55.6	53.4	52.7	57.8	2 7 7	0.1	25.1	63.1		577	70-	1000	200	0-	74.3	58.7	58.5	000	7 201	102.0	25.5	2.441		63.7	
700	A	F 08	1000	76.0	1.00	01.5	51.7	56.1	54.1	52.6	57.0	7 7 7	200.0	24.5	2-479		0.17	74.0	200	0.45	†*•//	75.5	57.2	61.3	80 /	1000	100.8	74.4	143.8		64.2	
	Year and Month		97	61	January, 1921	January, 1952	January, 1935								January, 1940		1959	repruary	March	April	May	June	July	Angust	The state of the s	· · · · · · · · · · · · · · · · · · ·	October	November	December		1940	

(d) Revised to census trend. (f) Final figures.

1 # 1 * . . .

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

	D)		110.6	105.5	0.10	71.7	82.0	82.4	9,48	84.7	95.1	99,3	07.0	7.17	0./01		80.2	8	9.76	92.2	95.6	97.0	000	200	70,00	104.0	101.5	99.7(F)		0 201	101	
Variety	B		74.1	0.00	2.00	61.1	56.0	55.2	53.3	53.3	59.9	2000	61.7	010	4.19	- crahenn	7 7	67.4	87.0	92.2	1 80	000	0.70	0000	0.00	104.0	102.3	199.3		1 67	7.70	
	A		74.0	0.00	2.60	65.6	54.5	6.49	53.2	27,	100	, C. C.	0.00	59.0	0.79		2 07	0.00	180	91.6	7 00	2000	0.170	1.00	26.00	10101	102.0	205.9		(1)	0./0	
	0		113.2	111.0	4.88	69.5	56.8	56.5	29.0	420	777		v.tho	1.09	63.2		C	20.4	100	20.00	OF O	2/07	200	59.1	62.3	9.479	9.99	(f) [†] (f)			63.2	
Restaurants(d	H		105.3	103.8	82.2	9.49	52.8	ת מו	10,10	100	20.02	7.10	29.1	55.9	58.7		1	50.1	200.0	0.66	6.10	5/.9	59.5	62.7	65.5	9.49	63.9	67.7			58.7	
Res	A	77	107.3	106.1	84°9	65.8	52.7	77.4	していて		1.00	1.00	0.00	56.2	59.9		,	51.6	0.00	20.0	05.1	57.3	†•09	63.9	65.4	6.49	63.0	0.69			59.9	
(2)	2	3	135.9	113.3	96.1	17-69	- 7	1.04	7.01	7.10	62.7	70.5	71.0	0.49	0.69			6.09	61.0	9./.9	67.1	2.99	70.1	69.5	65.7	66.7	(4)1(4)	69.2			69.5	
and Radio	717	n	122.3	102.0	86.5	60.1	100	1.00	79.7	7.17	149.5	55.7	56.1	50.5	מורי	-+-		1,8,1	7.67	65.6	76.5	60.2	54.6	53.5	78.2	871.0	0 82	97.7			54.7	
0,000	MUSTO	A	121.3	103.7	87.9		27.0	21.0	39.5	7,847	50°3	54.4	54.8	101	7 11	25.00		45.1	52.2	59.0	77.8	61.2	53.4	56.5	76.1	80.7	100	し、 20	4.00		55.6	
		Ü	128.9	71/11	- H	2000	0.70	55.4	63.7	67.6	68.3	82.4	95.9	000	0.00	100.4		86.7	79.2	4.08	80.5	86.2	17-68	7. 10	0-1/6	00 00	20,00	88.U(I)	73.6		108.4	
	Hardware	В	0 [8	70.07	7.07	2001	20.00	33.2	36.9	38.6	38.3	15,3	7000	76.7	26.1	59.6		1.8.5	55.5	83.7	1000	102.6	08.1.	1-1-0	110 0	101.	7.thor	88.0	104.5		9.65	
n		A	· Ca	77 7	0.00	1.10	9.64	32.4	37.5	39.1	39.0		1 2	01.0	21.0	0.00		ת ת	28.7	78.5	0	101	1040	1000	- 6000	2007	707.7	4.68	102.0		9.09	
A Construction of the Section of the	and the second s	Year and Month		01	January, 1950	January, 1931				n	January, 1777	9	93	January, 1958	January, 1939	January, 1940		1959	reor day	الشطا	TT IN	May	onne	duly	August	September	October	November	December	(()	January	

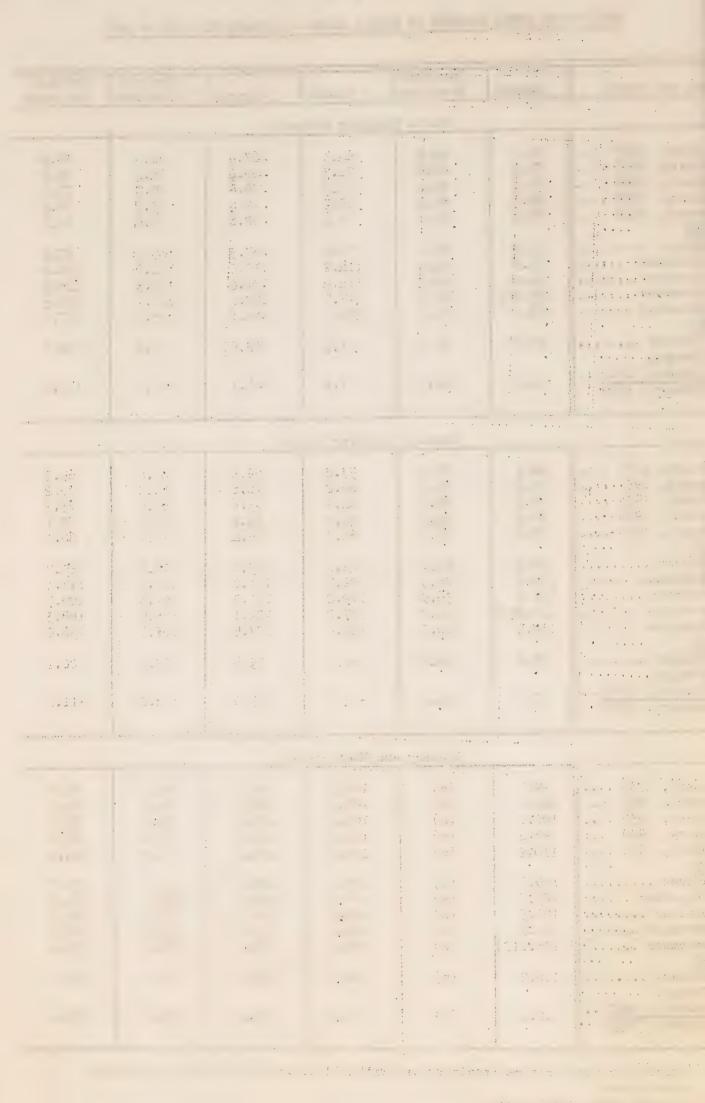
⁽d) Revised to census trend. (f) Final figures.

ear and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
our and monon	UNIMUM					
		Men's C.	lothing Stor	es(c)		
anuary, 1936 anuary, 1937 anuary, 1938 anuary, 1939 anuary, 1940	66.1 76.5 77.2 69.8 79.5	68.9 80.6 83.1 66.5 95.4	64.3 74.3 77.3 68.5 73.4	67.5 80.4 78.8 72.4 82.6	60.0 64.4 69.9 63.6 70.8	70.2 75.6 77.3 72.6 80.3
August September October November December 940	71.8 115.5 134.0 128.0(f) 179.2	89.0 104.4 122.2 142.5 215.5	72.7 114.2 114.4 117.5 150.7	67.3 110.5 131.6 129.1 188.8	65.6 144.9 192.3 147.1 173.4	87.6 110.8 126.0 111.5 187.6
January Change,	79.5	95.4	73-4	82.6	70.8	80.3
January, 1940 January, 1939	+14.0	+43.5	+ 7.2	+14.1	+11.3	+10.6
	'	Women's	Clothing Sto	res		
					60-1	60.7
anuary, 1936 anuary, 1937 anuary, 1938 anuary, 1939 anuary, 1940	66.1 71.3 72.5 68.1 72.9	72.4 81.3 88.1 82.0 93.8	57.8 66.2 64.9 60.8 62.7	69.3 76.6 75.6 69.2 75.4	62.6 60.3 66.5 71.5 73.1	69.3 70.2 73.7 72.1 80.1
August September October November December	68.8 110.4 131.0 118.2(f) 168.5	93.1 108.3 136.9 144.9 210.3	63.4 102.7 119.2 107.2 149.8	65.0 111.0 131.3 122.1 177.5	73.8 118.9 151.5 123.9 167.7	85.7 117.1 129.3 108.3 158.0
940 January Change,	72.9	93.8	62.7	75.4	73.1	80.1
January, 1940 January, 1939	+ 7.0	+14.4	+ 3.1	+ 9.0	+ 2.2	+11.1
		Grocery	and Meat Sto	res		
anuary, 1936 anuary, 1937 anuary, 1938 anuary, 1939 anuary, 1940	99.1 104.4 100.1 98.4 110.2	(a) (a) (a) (a.) (a)	108.5 105.7 103.4 104.8 112.5	97.7 107.7 103.6 102.8 113.5	85.3 90.0 84.3 78.3 97.9	93.9 105.0 95.1 83.0 104.1
August September October November December	109.8 123.7 109.5 111.9 136.1(f)	(a) (a) (a) (a) (a)	100.1 117.6 109.6 109.3 135.6	106.7 122.0 108.0 113.8 139.7	135.2 143.1 115.4 113.9 129.3	121.7 124.2 107.5 107.8 129.4
940 January	110.2	(a)	112.5	113.5	97.9	104.1
January, 1940 January, 1939	+12.1	(a)	+ 7.3	+10.4	+25.0	+25.4
	11				· ·	

a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

c) Includes men's furnishings.

f) Final figures.



- 7 UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

non and Wentle	CARTATA	Maritime	Quebec	Ontario	Prairie Provinces	British Columbia
ear and Month	CANADA	Provinces	Quebec	Ontario	rrovinces	COLUMBIS
		Depar	tment Stores	1	apparatus especial common and a experimental set of the	
nuary, 1936	71.4	71.6	71.3	71.8	. 71.0	71.5
nuary, 1937	76.2	77.2	80.4	77.0	73.2	74.4
nuary, 1938	75.0.	70.4	84.4	74.6	69.6	77.9
nuary, 1939	72.3	64.6	84.0	71.1	68.9	74.5
inuary, 1940	85.6	86.2	98.6	84.5	82.7	80.5
939	0).0	00.2	70.0	04.0	02.07	
August	81.7	85.3	84.2	78.7	77.9	95.4
	119.3	101.6	125.1	119.1	120.6	120.1
September			128.1	122.3	161.9	122.6
	134.4	125.2		126.1	128.7	112.6
November	125.9(f)	131.9	128.5			177.0
December	191.7	207.6	207.2	197.8	177.9	7/100
940	05 (0/ 0	00 (01 =	00.7	20 -
January	85.6	86.2	98.6	84.5	82.7	80.5
Change,						
January, 1940	+18.5	+33.4	+17.4	+18.8	+20.0	+ 8.1
January, 1939	,10.)	177•4	. + 1 • 4+	. 1010		. 042
					gger angle-magnitude das a que non proprio attroprios en nels entre el debad	
		Vari	ety Stores			day dan sigge kut i kar paga nooli, da alimmingkasa yilda salimbah
anuary, 1936	59.4	53.5	58.1	61.5	56.2	61.6
anuary, 1937	68.6	65.9	69.7	71.1	60.5	67.6
anuary, 1938	67.2	66.2	69.3	67.1	64.6	71.8
anuary, 1939	66.2	60.4	71.2	64.4	62.0	74,1
anuary, 1940	74.4	· ·	80.3	71.9	68.0	81.2
939	14.4	73.3	00.5	1107	00.0	01.02
August	94.5	98.3	103.1	88.0	88.4	110.4
September	107.7	110.2	118.7	100,9	106.5	111.3
October	112.3	111.6	118.5	106.9	121.4	111.7
November	113.4	118.9	116.4	109.2	117.9	115.2
December	228.8(f)	251.5	220.1	223.8	223.2	267.3
	55010(T)	271.07	550.7	22700	2000	2010)
5/10	74.4	77 7	80.3	71.9	68.0	81.2
January	14.4	73.3	00.9	(107	00.0	OTOC
Change,						
January, 1940	+12.4	+21.4	+12.8	+11.6	+ 9.7	+ 9.6
January, 1939					CHAPTER STATE OF THE STATE OF T	
		Den	g Stores		oosa (e oo, n <u>aasaayahays</u> ii oo oo, uzoo, b boren diskaariishir ciri circ isondiin ee	a navr ngagan, dra prásonným v stránki rekajimačnok
		,		The second secon	An implementation for all the transfer or a consideration of some	of adicion of spin which months referenced beginning
anuary, 1936	90.9	85.8	94.3	92.5	86.9	86.3
anuary, 1937	100.7	96.5	104.7	102.0	9/4.2	102.2
anuary, 1938	101.7	101.3	106.2	103.0	93.9	101.6
anuary, 1939	99.8	97.2	104.4	100.4	94.2	100.7
anuary, 1940	106.3	108.9	111.8	105.4	102.3	105.3
939						
August	103.2	110.1	103.8	102.0	100.4	109.7
September	108.3	107.7	104.9	105.9	116.7	112.6
October ····	111.1	108.5	113.0	105.1	123.7	116.4
November	108.9(f)	110.8	111.8	108.2	109.5	103.5
December	146.8	164.9	133.1	145.2	156.3	151.1
	140.0	104.9	1))•1	J. L. J. D 6	1,00	+)1+1
94c	706 7	100.0	777 8	105.4	102.3	105.3
January	106.3	108.9	111.8	109.4	1020)	100.0
					1	
Change,					1	
	+ 6.6	+12.0	+ 7.1	+ 5.0	+ 8.6	+ 4.6

f) Final figures.

. . .

ANNUAL SUTTIARY OF DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS 1938 and 1939

(Based on sales of 23 firms)

		1938	1939	% Change 1939/38
		\$	\$	
	TOTAL SALES, ALL DEPARTMENTS	225,220,165	233,828,113	+ 3.8
1.	Women's dresses, coats and suits	20,883,939	22,235,916	+ 6.5
2.	Girls' and infants' wear	7,052,240	7,435,817	+ 5.4
3.	Hosiery and gloves	10,478,821	10,981,906	+ 4.8
4.	Lingerie and corsets	10,007,409	10,616,057	+ 6.1
5.	Millinery	3,114,011	3,133,978	+ 0.6
6.	Women's and children's apparel - (Total, 1-5) .	51,536,420	54,403,674	+ 5.6
.7.	Men's and boys' clothing and furnishings	25,765,142	27,625,420	+ 7.2
8.	Drugs and toilet articles and preparations,	7,210,599	7,259,886	+ 0.7
9.	Piece goods	16,737,874	17,280,882	+ 3.2
LO.	Smallwares	8,240,547	8,567,899	+ 4.0
ll.	Food and kindred products	21,894,550	21,938,452	+ 0.2
12.	Furniture (including mattresses, springs)	12,333,393	12,420,897	+ 0.7
.3•	Home furnishings	15,354,045	15,860,516	+ 3•3
4.	Household appliances and electrical supplies	6,114,079	6,390,037	+ 4.5
.5.	Hardware and kitchen utensils	7,815,309	8,094,153	+ 3.6
6.	Radios, musical instruments and supplies	3,360,808	3,487,716	+ 3.8
7.	Shoes and other footwear	16,952,114	17,722,928	+ 4.5
8.	Stationery, books and magazines	4,068,397	4,127,163	+ 1.4
9.	All other departments, total	27,836,888	28,648,490	+ 2.9
-		1	j	

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS JANUARY, 1939, AND JANUARY, 1940

(Based on sales of 19 firms)

		January 1939	January 1940	% Change 1940/39
-		\$	\$	
	TOTAL SALES, ALL DEPARTMENTS	13,389,132	15,681,496	+ 17.1
1.	Womens dresses, coats and suits	1,090,904	1,285,658	+ 17.9
2.	Girls' and infants' wear	314,637	385,791	+ 22.6
3.	Hosiery and gloves	484,927	608,161	+ 25.4
4.	Lingerie and corsets	635,139	749,242	+ 18.0
5.	Millinery	101,310	116,472	+ 15.0
6.	Women's and children's apparel - (Total, 1-5)	2,626,917	3,145,324	+ 19.7
7.	Men's and boys! clothing and furnishings	1,281,748	1,563,608	+ 22.0
8.	Drugs and toilet articles and preparations	512,004	552,019	+ 7.8
9.	Piece goods	1,426,877	1,684,429	+ 18.1
10.	Smallwares	586,303	683,956	+ 16.7
11.	Food and kindred products	1,626,779	1,728,287	+ 6.2
12;	Furniture (including mattresses, springs)	840,865	995,393	+ 18.4
.3•	Home furnishings	878,025	1,034,216	+ 17.8
.4.	Household appliances and electrical supplies	327,257	394,769	+ 20.6
.5.	Hardware and kitchen utensils	387,812	476,629	+ 22.9
.6.	Radios, musical instruments and supplies	261,049	310,514	+ 18.9
.7.	Shoes and other footwear	756,526	968,823	+ 28.1
8.	Stationery, books and magazines	258,900	261,844	+ 1.1
9•	All other departments, total	1,618,070	1,881,685	+ 16.3
-				

e in eintre einer größerbeie Mergeberg to betriebe graph to the figure of both to the JUL MASULY OF TORS .

TOTAL BUILDING.

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No. 2

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

FEBRUARY 1940

Published by Authority of the HON. W.D. EULER, M.P., Minister of Trade and Commerce.

OTTAWA

+ + +

1940

Price \$1 a year

Single copies 10 cents

Table of Contents

	7	٦
1.	Summary of Retail Sales in Canada, February, 1940	7
2.	Comparisons of Retail Sales in Canada for February, 1940, with Sales in Related Months, by Kind of Business	2
3.	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	4
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
5.	Department Store Sales in Canada, by Selected Departments, February, 1939, and February, 1940	8

Published by Authority of the HON. W.D. EULER, M.P. Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

ominion Statistician: nief, Internal Trade Branch: tatistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, FEBRUARY, 1940

Retail sales in Canada, as reflected in composite figures for twelve ines of retail trade dealing principally in clothing, food and household items gained per cent in February, 1940, over the same month of 1939. Sales were also I per cent ligher than in January of this year. This was the seventh consecutive month for which icreases have been shown over the corresponding month in the previous year, The extent the gain was greater than any recorded since the upswing in retail trade began in ligust, 1939, a result which must be attributed in part to the comparatively low level for trade in February, 1939, with which the comparison is made. The unadjusted index for is bruary, 1940, stood at 71.2, compared with 61.5 for February, 1939, and 70.6 for anuary, 1940.

The seasonally adjusted index which is corrected to allow not only for prediction or the seasonal movements but also for differences in number of business days, indicates not the underlying trend in retail purchasing in February was slightly downward from the immediately preceding months. The adjusted index stands at 84.6 for February, 2 per cent below the 86.2 recorded for January and compared with 87.5 for December, 83.2 for November, 88.6 for October and 87.6 for September, 1939.

All lines of business for which figures are available reported increases ver February a year ago. Radio and music store sales were up by 31 per cent compared the increases of 12 per cent and 5 per cent shown in the comparisons for January and beember with the corresponding month in the preceding year. Furniture store sales, wich increased 22 per cent in January over January, 1939, registered a gain of 21 per cent in February.

Department store sales averaged 20 per cent higher in February of this par than last, all departments and all regions of the country reporting substantial icreases. Results on a regional basis indicate a major increase of 34 per cent in the cent in the Provinces followed by gains of 21 per cent in the Prairie Provinces, 19 per cent in Ontario, 19 per cent in Quebec and 11 per cent in British Columbia. The home irrishings and piece goods departments came first in point of view of increased business with gains of 31 per cent and 26 per cent respectively over February a year ago. The soft hardware and kitchen utensils were up by 25 per cent while the furniture department reported an increase of 22 per cent. Marked gains were also reported for copartments specializing in the sale of clothing and apparel. The shoe department was 20 per cent; men's and boys' clothing and furnishings, 20 per cent; women's and caldren's apparel, 16 per cent.

Variety store sales averaged 20 per cent higher than in February, 1939. Icreases of 26 per cent were recorded in both the Maritime and Prairie Provinces; Cebec totals were up 22 per cent. Ontario and British Columbia recorded advances of 1 and 15 per cent respectively.

Identical gains of 20 per cent were reported for men's and women's cothing stores over February, 1939. Men's clothing store sales in the Maritime Provinces gained 45 per cent. Increases of 24 per cent in the Prairie Provinces and 20 for cent in Quebec were followed by advances of 17 per cent in Ontario and 14 per cent in British Columbia. The Maritime Provinces also reported the best increases in tymen's clothing sales, a 32 per cent advance in that region comparing with gains of per cent in the Prairie Provinces, 22 per cent in Ontario, 21 per cent in British columbia, and 11 per cent in Quebec.

Increases in dollar sales must be attributed in part to price changes and in part to an increase in the volume of goods purchased. The Bureau's retail cothing price index stands approximately 4 per cent higher for February, 1940 than 139. A comparison of this rise in prices and the 20 per cent increase in dollar sles indicates that most of the gain in dollar volume must be attributed to an increase in the quantity of goods sold.

Grocery and meat store sales were 13 per cent higher in February of this year than last, the Bureau's retail price index for foods rising 5 per cent in the same comparison. Sales in British Columbia were up by 30 per cent; the Prairie Proinces, 29 per cent; Ontario, 11 per cent and Quebec, 7 per cent.

The gain for shoe stores was only slightly less than that for firms pecializing in clothing, a gain of 18 per cent over February a year ago being recorded. Mardware store sales were up 19 per cent, while both restaurants and candy stores did 3 per cent more business in February of this year than last.

Drug stores reported the smallest increase with an average gain for the country as a whole of 6 per cent over February, 1939. Sales in the Prairie Provinces vere up 13 per cent while British Columbia sales were 11 per cent higher. Gains in other regions were 8 per cent for the Maritime Provinces, 5 per cent for Ontario and 1 per cent for Quebec.

Returns from a sample number of jewellery stores reveal an increase of to per cent over February, 1939.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

	+	February, 194 or - per cen compared with	t	Cumulative Indexes
Kind of Business	February 1930	February 1939	January 1940	JanFeb., 1940 JanFeb., 1939
leneral Index	- 17.7	+ 15.8	+ 0.8	+ 14.5
Boots and Shoes	- 47.7	+ 17.8	- 17.3	+ 19.2
andy	- 43.6	+ 13.2	+ 34.4	+ 12.8
ien's Clothing	- 18.7	+ 20.4	- 1319	+ 16.5
Tomen's Clothing	- 34.0	+ 20.1	- 7.8	+ 13.6
Departmental	- 21.9	+ 19.6	+ 0.9	+ 19.0
lrugs	- 9.5	+ 6.0	- 1.5	+ 6,1
furniture	- 17.8	+ 21.2	+ 23.2	+ 21.3
roceries and Meats	- 6.5	+ 13.1	+ 3.5	+ 12.6
iardware	- 21.5	+ 18.7	- 8.5	+ 16.5
fusic and Radio	- 33.1	+ 30.8	+ 2.4	+ 23.4
lestaurant	- 39.3	+ 13.2	- 2.7	+ 9.8
fariety	- 2.0	+ 20.1	+ 7.9	+ 16.3
		- (* * * * * * * * * * * * * * * * * *		

e de la companya de l La companya de la co

.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

of Business Days.	Seasonal Variations.
Corrected for Number	of Business Days and
A. Unadjusted. B. (C. Adjusted for Number

9		4	50	~0	0,	9.	•2	C) [0 !		2	}	0,		.2	7.	α			7,	5	-	••(I)	,			7	
orning	اد	1 110.4														99	7.1	20	55	,07	200	0 0	2 6	2	75	74			2	8 84	
2010	œ	75.1	7807	62.	53.6	46.0	45.7	48	AO.) \ } *	40.	40.4	45.	49		57.	91.0	75	72		***	- \ - \	2	96	84.	115			- 1	49.	
women	A	70.5	200	λ 20	51.6	43.2	42.9	45.2	10	0,0	1.74	43.0	40.3	48-4		59.7	89.4	7.47	9.76	- 1	0000	7	0.0/	93.93	84.1	119.9		-	0	48.4	-
ပ	U	1 -	113.7	ates of	\sim ι	~~	geniti		3 🕔		CP (•			3	9.99	74-7	73.6	1 L	000	0 0 0	4.07	6.7.0	2.2	82.0	82.1(f)			00	88	
Clothing	В	122.6	70.5	56.9	45.1	33.3	44.6) L	- L	40.4	52.9	50°B	47.7	77.4	-	53,3	81.4	75.8	000		4-60	55.1	87.9	109.4	100.9	136.3	7	parajityo ess		55.4	
Men's (Α.	115.1	66.2	53.4	43.4	31.3	67	7 00	00+4	40.3	49.7	47.7	44.7	K2 8	2000	77	6.62	0.26	70	900	6.79	20.1	91.1	105.7	101.0	141.3	7		C	53.8	
	U	117.3	118.5	87.6	72.7	9-09	0 09		21	61.5	0.09	58.7	54.3	, u	27.0	_	60-5		L .	^	m	1700	-marel	20	- Diame	. ama	el .) c	59.5	
Candy(h)	В		109.0		-	-		-	-	-	-	-	-40	-		 72 2	782	- V	200	45.0	45.6	46.7	48,1	52.9	49.6	3716	5 + 11		-	59.5	
	A		100.4						-	-	-	-	-	Derived to	-	α (/		\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	000	45.0	43-8	47.2	49.8	51.6	48.7	מיני) o CTT		(76.6	
Shoes	C	125.0	112.8	94.7	78.4	70 7	200	V. VO	70.3	74.4	85.5	77-7	64.0		7301	1.0	77.04	week (<i>.</i> ,	ST.	v	0	~~	0		€.	V			73.1	-
and	В	86.3	77.9	63.5	50.0	727	00.00	37.7	38-7	40.2	46.2	42.0	3, 10	2 1	39.5	٧. ك ٧	7.08	S	7.00	107.3	72.0	52.5	87.0	77.5	67.7	7 2 7 6 7	170.0			46.00 7.00.00	
Boots	A	8139	73.3	59.7	000		37.64	37.05	36.4	41.4	43.4	39.5	2000	345	38.3	0.0	0000	+ () () () () () () () () () (600	107.5	8.69	53.7	89.55	74.6	67.6		119.9	· assessible		46.3	•
x(d)	S	732.6	106.2	94.8	. ~	~ ~	\sim			~~	77.8	m E.L.	3 L				700	0.60	80.0	85.0	83.6	81-8	87.6	9.88		717900	87.5		1	86.2	0.40
Index	22	α. α.	92.4	87.5	7.87	01	55.5	0009	61.5	61_8	67.7	68.5	7.00	1.60	73.6	(1.0%	03.	84.9	85.9	73.6	71.2	80.4	200	C. 88	7.00	119.8			70.7	(200
General	A	. 00	24.5	77.3	6 77	0.00	52.1	56.3	57-7	62.3	63.4	620	1.00	61.5	71.2		72.9	010	84.8	9.98	711.5	73.4	[1.00	1000	000	122.1			70.6	4
	diangle bas month	lear ailu	1929	7	1737	T &	February, 1933	. 1934	1935	1936	7027	to the state of th	epruary, 1750	33	~ *	1939	March	April	May	June		+		Tagrico de		November	December		1940	January	repruary

⁽d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

一十十十年 电电流 *: To the second

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 - 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

107.9 106. 103. 104.7 103. 104.7 103. 104.7 103. 104.7 103. 104.7 103. 104.7 103. 103. 104.7 103. 103. 103. 103. 103. 103. 103. 103.	O	4	t				
103.5 105.2 96.2 96.2 96.3 89.0 75.9 86.2 75.7 75.7 75.7 75.7 75.7 76.9 80.0	一年の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の	-	A.	O	A	В	O
105.2 105.2 96.3 88.2 104.5 103.2 104.5 103.2 104.5 103.2 103.2 104.5 103.2 103.	306.8	278,0	126.6	139.1	97.4	103.5	105.6
75.9 86.2 75.9 86.2 75.9 86.2 77.7 72.4 74.7 76.5 76.5 76.5 77.7 76.9 78.0 89.0 89.0 77.1 77.3 86.2 86.2 86.5 86.5 86.5 86.5 86.5 86.6 86.0 88.4 88.9 88.8 86.1 86.0 88.0 88.4 88.9 88.9 88.9 88.9 88.9 88.9 88.9	103.4	888	94.1	103.4	8.96	102.9	105.0
75.9 62.7 62.7 62.7 63.7 72.4 74.7 75.7 75.7 75.7 75.7 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 77.7 88.8 87.7 75.7 88.8 87.7 75.7 88.8 87.7 75.2 88.8 87.7 75.2 88.8 86.5	92.6	79.4	84.6	92.9	88.2	93.8	95.7
62.7 62.7 63.7 72.4 74.7 76.9 78.1 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 76.9 89.0 80.0 80.0 75.2 87.1 86.2 86.5	90.1	61.3	62.9	6.69	77.9	81.1	82.7
72-4 72-4 73-0 73-0 76-9 78-1 76-9 76-9 76-9 76-9 76-9 76-9 76-9 76-9 76-9 76-9 87-1 86-2 87-1 75-2 86-2 86-5 86-6	75.0	40-3	42.9	49.3	64.0	68.0	4.69
72-4 72-4 73-0 78-1 82-0 78-1 82-0 76-9 76-9 76-9 76-9 82-0 82-0 82-0 82-0 82-0 82-0 82-0 82-0 82-0 82-0 82-0 82-0 82-0 82-0 82-0 82-0 82-0 83-0 83-0 84-0 86-5 86-6	75.7	48.6	7	62.3	9 89	72.9	74.4
72.4 73.0 76.9 78.1 82.0 76.9 76.9 76.9 76.9 76.9 82.0 82.0 82.0 82.0 82.0 82.0 82.0 83.0 75.1 88.0 75.1 88.0 77.1 86.1 86.5	- C	2 2 2	0 0 0	71.3	4.69	72.9	75.4
73.0 78.1 76.9 76.9 76.9 76.9 76.9 76.9 76.9 82.0 87.1 86.2 87.1 86.2 86.5	000	0.00	7.07	7	000	7 96	0 11
78.1 76.9 76.9 76.9 76.9 72.2 82.2 87.1 85.2 87.2 87.1 86.2 87.1 75.7 88.8 87.1 75.7 88.8 87.7 75.1 86.2 86.5 88.8 86.5	200	0.00	7.00	7 - 10	Z 74	γ α Σ α	- CC
76.9 78.5 85.2 86.7 72.2 82.2 89.3 91.8 82.9 87.1 94.6 96.3 89.0 91.0 89.0 91.0 75.7 88.8 88.8 86.5 84.9 91.7 77.3 86.2 84.9 88.5 86.5 90.3 86.5 90.3 86.5 90.3 86.5 90.3 89.6 92.7 93.4 99.8 88.6 90.8 88.4 89.0 95.8 95.0 95.0 95.0 95.0 95.0 95.0 95.0 95.0	2000	2.00	(22)	4.00	0,00	0 to	ο α α
72.2 82.2 89.3 91.82.9 87.1 94.6 96.3 91.0 89.0 91.0 89.0 91.0 87.1 77.3 88.8 86.2 84.9 88.5 86.5 86.5 86.5 86.5 86.5 86.5 86.5	6.98	63•3	67.4	7-12	מדיים	7 00	000
71.7 75.7 75.7 89.0 75.7 88.8 87.0 75.2 88.8 86.5	91.1	0.09	0*49	77.1	20.02	85.2	6.00
71.7 75.7 89.0 89.9 75.2 88.8 87.7 72.1 86.2 86.5 86.9 86.0	96.5	72.7	74.7	0.06	90°5	93•3	95.2
71.7 75.7 88.8 88.8 87.7 72.1 86.2 86.5							
75.7 89.0 88.8 87.7 75.2 88.8 87.7 86.5	0	6.R R	8-69	92.2	92.4	89.1	91.9
75.2 88.8 87.7 72.1 85.6 86.2 86.5 86.1 86.5	91.7	820	85.2	72.9	92.6	93.1	87.9
77.3 86.2 86.5	97.4	1001	99.2	78.0	91.9	93.6	6.06
77.3 86.2 84.9 88.6 90.0 90.0 92.7 93.4 91.8(f) 90.8 81.8(f) 90.8 92.1 89.6 122.4 119.3 96.0	600	80.3	79.6	80.4	102.6	101.6	101.6
73.1 86.1 86.5 90.0 90.0 92.7 93.4 91.8(f) 90.8 92.1 89.6 122.4 119.3 96.0 88.4	, X	63.0	64.7	82.9	83,3	86.9	88.7
86.0 88.4 89.0 95.1		200	000	78,00	37.1	85,3	92.7
86.0 88.4 89.0 95.2 86.0 88.4 89.0 95.2 86.0 88.4 89.0 95.2 86.0 88.4 89.0 95.2 86.0 88.4 89.0 95.2 86.0	3 7	3 0	0 0	7.7.	080	93.2	93.2
90.0 92.7 93.4 91.8 89.6 122.4 119.3 96.8 88.4 89.0 95.	0.7.0	7.76	74.44	- 1	1000	1 00	000
81.8(f) 90.8 92.1 92. 89.6 122.4 119.3 96. 86.0 88.4 89.0 95.	91.6	104.4	10% 2	7.00	6.00	7.00	7.00
89.6 122.4 119.3 96.	92.1	9.88	87.0	0.78	200	80.9	0%60
86.0 88.4 89.0 95.	96.2(f)	110.2	110.5	66 (J) 9°66	107.9	102.5	92.4(f)
3.6 86.0 88.4 89.0 95							
3.6 86.0 88.4 89.0 95		(l C	000	0.70	000	000
76 7 70 1 1 28 0 00	7.56	59.0	74.7	0.06	90.2	93.3	95.2
0.3 02.7 0.1.							

(d) Revised to census trend. (f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・	The NOTE OF CAMPUSCAND CONTRACTOR	Hardware	To Carlo and the	Musi	c and Rad	D O	Rec	staurants		THE R. P. LEWIS CO. P. LANS. LANS.	Varieuy	Charles and the charles are the charles and the charles are th
Year and Month	A	М	υ	A	m		A	В	Ú	1	Д	C STANSBOOK OF THE STAN
			٠								(
~	0	2	.C:	೦	5	ンプ	103°C	-	9	7	$\tilde{\mathbf{c}}$	120°0
	0	3	0	000	4	000	2005	104.07	00	3	တ်	106.2
1931 000	0	3	20	4.0	0	2	700	84.2	7	0.	(°)	6066
ebruary, 1932 ere	O.	~	.0	-7	00	24	0.49	67.07	0	4	0	1500
1000) (Y		. ~	. T.) (مان	49.3	\C.	25 "	77		000
000 CC/4 &	?) \) [0	5 1: (ζ.	d (70 ()	000	3 /	12.	o 's C	5000
ebruary, 1934 000	20	· · ·	0	9 5	50)]\	50c4	0047		5	0	5.0
ebruary, l	0	O'N	7	2	ô	~~ 0	2200	2000	2/		ن إسم	2000
February, 1936	ಯ	00	0	50	E	0,	2000	2009	3	0	0	82.0
937 0	20	4	()	30	E	0	600,5	6507	∞	CV	0	9209
1930	. 0	Ö	(3)	0	ن إسس	4	2000	63,2	501	CV	9	92.6
1029	، ، ، کا •	000		کر .	00	d	7, 7,	7	COC	\circ	with the same of t	€ 65 65
February, 1940 cook	70	, r.) r.	0000	5000	709	1000	100	100	000		46.6	30300
		,			is observed		etivena.))		>	,
S. C. C.	ulik makana Ali		and the second	10 to \$ 10 to	Phase Acres	,	agii dha cigha	tight has and me	Tear mil			
March socoocco	. 0	55.55	· 0	N	0	L-4	0	∞	ô	0	67.3	€.
0 0 0	. 43	83.7	\$ 000 \$	5	· CV	0	∞	00	00	0	87.0	9400
May poopoopopo	0	109.4	0	<u>-</u>	0	. i	\sim	P	d	0	92.2	OI.
000000000000000000000000000000000000000		102.6	9	, r-4	Ö	9	-	<u></u>	, -i	0	900	25
G		\$196	,	0	7	C	- 0	0		!	95°C	125
TUST GEODE) / E	\$ 50 min	· r~	10	· ~	() ()	~	2	. O .	30	83.0	. (7)
OF STATE OF	h + 1	27.00	\ \tau_{\tau}	3	000	, <u>)</u> (J J.C.	1			00	S
	B + 6	104:5	- 0		4		/ 4	14	4		104.6	() (-)
	0	, · · · · · · · · · · · · · · · · · · ·	。. ○ ∝	1 0	· cc	0 0	. (5 i	2	, ,	102,3	-
ecember sees sees	1000	104.3	92.2(+)	20,26	0 V	(4)U(4)		200	66.4	205.9	199.3	99°7(£)
4	5	3	1))))) \		-	1			
1940												
January	.0	00	20	[9		0	8	~			107.2
	54.0	55.2	98.6	59.0	60.4	76.5	58.4	61*3	63.8	72.4	74.6	103.6
									Agent o			
「一」の「「「」」の「「」」の「」」の「」の「」の「」の「」の「」の「」の「」の「」		A STATE OF THE PARTY OF THE PAR	A STATE OF THE OWNER, WHEN SHAPE OF		A CARLO CONTRACTOR CON							

(d) Revised to census trend.
(f) Final figures.



JHADJUSTID INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Demography (1978 & 1978 & 1972 and 1971 and 1972	The control of the co					
And the state of t	The second second second	Maritime			Prairie	British
Year and Jonah	CANADA	Provinces	Quebec	Ontario	Provinces	Columbia
		Mania Clas	thing Stores	(0)	•	
February, 1936!	58.7	60.5	56.7	61.3	52:1	57.0
m-1 3020	63:0	62.8	59.7	66.9	55.3	60.1
m 1 - 1000 ''	60.5	68.4	59.7	62.2	53.8	59.6
February, 1939	56.7	58.9	53.8	59.3	50.2	59.4
February, 1940	68.1	85.4	64.5	69.1	62.0	67.7
1939	0001	○) •+	Ο Τ •)	. 0/11	02.0	01.1
September	115.5	104.4	114.2	110.5	144.9	110.8
October	134.0	122.2	114.4	131.6	192.3	126.0
November	128.0	142.5	117.5	129.1	147.1	111.5
December 000000	179.0(f)	213.4	150.5	188.9	173.4	187.5
1940				•		
January 000000	79.2	93.6	73.6	82.2	70.4	79.5
February	68.1	85.4	64.5	69.1	62.0	67.7
% Change,		·		·	·	
February, 1940	+20.7.	+45.0	+19.19	+16.5	+23.5	+14.0
February, 1939	,					
% Change,						•
Jan. Feb., 1940	+1.6.5	+42.7	+12.9	+14:9	+16.3	+11.5
JanFeb., 1939	TO THE PROOF OF STANFF AND ADDRESS OF					
		Womanta	Clothing Sto	700		
The Terror was a way as a marker own when was	CONTRACTOR OF THE TEXT AND THE TEXT				- A - A	F2 /
February, 1936 February, 1937	57.34	61.7 60.2	60.8 62.6	57.3 59.3	55.4 59.9	53.6 58.0
7000 11	61.3	63.5	64.0	60.5	59.7	59.8
February, 1939	56.5	56.8	57.0	56.2	54.0	60.9
February, 1940	67.9	75.2	63.2	68.4	69.3	73.4
1939	0107	1702	ح ا		٥/٠٥	1301
September	110:4	108:3	102:7	111:0	118.9	117.1
October	131.0	136.9	119.2	131.3	151.5	129.3
November	118.2	144.9	107.2	122.1	123.9	108.3
December	168,4(f)	210.3	149.5	177.6	168.2	156.8
1940						
January	73.8	94:0	63:1	76.9	73.4	79.6
February * * * * * * * * * * * * * * * * * * *	67.9	75.2	63.2	68.4	69.3	73.4
% Change,	-				-0 -	.00 #
February, 1940	+20.1	+32.4	+10.9	+21.7	+28.3	+20.5
February, 1939	Miller of the control					
% Change,	1 .32 (103.0		135.0	132 0	135 0
JanFeb., 1940	+13.6	+21.9	+ 7.2	+15.9	+13.7	+15.0
JanFeb., 1939	lo, e comp es es estambanes social	a tanked transfer and the second				
		Grocery ar	nd Meat Stor	es		
February, 1936 oc	99.5	(a)	106.1	98.5	89.6	95.9
February, 1937	96.9	(a)	98.1	98.0	87.7	101.4
February, 1938	10261	(a)	104.5	103.8	91.1	102.2
February, 1939	100:9	(a)	109.1	104.1	81.0	84.5
February, 1940 of	114.2	(a)	117.0	115.7	104.8	110.2
1939	•		•			
September	123.7	(a)	117.6	122.0	143.1	124.2
October	1.09.5	(a)	109.6	108.0	115.4	107.5
November	111.9	(a)	109.3	113.8	113.9	107.8
December 90000	136.1(f)	(a)	135.6	139.7	129.3	129.4
1940	1 77010	(2)	112,6	113.4	97.9	104.0
January occords	110.2	(a)	*	115.7	104.8	110.2
February 600000 W	114.2	(a)	117.0	77) • (104.0	ala ala 🗸 🧳 💪
February, 1940	+13.1	(a)	+ 7.2	+11.1	+29.4	+30.4
February, 1939	TOCT	(a)	1 (• 4	12262		
Change,						
Jan. Feb., 1940	+12.6	(a)	+ 7.3	+10.7	+27.2	+27.9
Jan Feb., 1939			, , ,			
(a) Figures for th	77	D-	a withhald t	o erroid di co	logingrindig	dual
18.1 K SHILLS TON THE	E MARTITIMA	rrovinces are	S WIGHIELD C	o avolu alsc.	TODITIE THATA	to the total to

⁽a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (c) Includes men's furnishings. (f) Final figures.

the company of the state of the • . 1

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			ent Stores			
702/	7/:0			77 7	76.0	79 0
February, 1936	76.9	74.1	76.6	77.7	76.0	78,2
February, 1937	78.0	73.4	79.2	79.3	76.1	78.9
February, 1938	76.9	70.7	81.9	78.1	71.9	80.8
February, 1939	72.2	64.2	77.3	72.9	68.6	77.0
February, 1940	86.4	86.0	92.2	87.0	83.0	85.7
1939						
September	119:3	101.6	125.1	119:1	120.6	120.1
October	134.4	125.2	128.1	122.3	161.9	122.6
November	125.9(f)	131.9	128.5	126.1	128.7	112.6
December	192.1	207.6	208.9	198.2	177.9	177.0
	1/2:1			-,		
1940	85.6	86.6	98.0	84.6	82 . 8	80.5
January				87.0	83.0	85.7
February	86•4	86.0	92 •2	01.0	02.0	02 • 1
% Change,						. 77 7
February, 1940	+19.6	+34.0	+19.3	+19.3	+21.0	+11.3
February, 1939						
% Change,		·			· ·	
JanFeb., 1940	+19.0	+34.0	+17.9	+19.2	+20.6	+ 9.7
JanFeb., 1939	11/10	, , , , ,	1-147			
Valia 1 00 0 1 1/3/		Li				
			y Stores			401
February, 1936	67.6	62.3	70.4	68.9	61.6	68.7
February, 1937	69.8	65.2	71.2	71.1	67.0	70.6
February, 1938	69.6	64.5	73.3	69.2	66.5	77.8
February, 1939	67.0	62.0	69.6	66:0	61:3	79.3
7	82.1	78.3	85.0	77.2	77.2	91.4
	02 1	10.3	0) •	1100		
1939	200.0	120.0	118.7	100.9	106.5	111.3
September	107.7	110.2			121.4	111.7
October	112.3	111.6	118.5	106.9		
November	113.4	118.9	116.4	109.2	117.9	115.2
December	228.8(f)	251.5	220.1	223.8	223.2	267.3
L940		•		,		
January	74.5	73.9	79.9	7243	68.2	81.2
February	82,1	78.3	85.0	77.2	77.2	91.4
Change,			·		•	*
	+20.1	+26.3	+22.1	+17.0	+25.9	+15.3
February, 1940	12012	12045	16634	12100	1-247	, _, _,
February, 1939	,					
Change,	12/15			201/	.37.0	130 €
JanFeb., 1940	+16.3	+24.3	+17.1	+14.6	+17.9	+12.5
JanFeb., 1949	-					
			Stores	67.2	86.3	89.1
Tebruary, 1936	92.2	87.4	98.0	93.3		96.8
February, 1937	98.3	92.8	107.1	99.0	89.8	
'ebruary, 1938	94.1	92.7	99.2	94.5	88.5	93.9
Tebruary, 1939	98.6	99.9	111.7	98.3	88.3	91.8
Tebruary, 1940	104.4	107.9	112.3	102.9	99.5	102.3
1939					·	
	108.3	107:7	104.9	105.9	116.7	112.6
September	111:1	108.5	113.0	105.1	123.7	116.4
October			111.8	108.2	109.5	103.5
November	108.9	110.8	1	145.2	156.3	151.1
December	146.8(f)	166.3	133,1	147.2	170.3	1/101
L940				2001	2023/	104.4
January	106.0	109.4	111.6	105.1	101.6	
February	104.4	107.9	112.3	102.9	99.5	102.3
Change,			•			
February 3040	+ 6.0	+ 8.0	+ 0.5	+ 4.7	+12.7	+11.4
February, 1940	' ' ' '					
February, 1939						
Change,		130 '0	+ 3.6	+ 4.7	+10.2	+ 7.4
Jan Feb., 1940	+ 6.1	+10.2	T 3.00	7.1	1	
JanFeb., 1939	1			!		

⁽f) Final figures.

		•.	
,			

					,	
	• • • • • • • • • • • • • • • • • • • •	,				
•	•					
	•					
				,	t .	
		,				
	• ,	•				
		a. Pr				
	6					
					·	
					,	
*						

< z

."

er er

* * *

4

.

٠.

.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS FEBRUARY, 1939, AND FEBRUARY, 1940

(Based on sales of 19 firms)

TOTAL SALES, ALL DEPARTMENTS	+ 17.8 + 18.6 + 20.6
1,031,754 1,223,509	+ 18.6
Girls' and infants' wear	
Hosiery and gloves 556,786 592,166 Lingerie and corsets 604,859 711,751 Millinery 110,667 130,782 Women's and children's apparel - (Total, 1-5) 2,597,678 3,012,213 Men's and boys' clothing and furnishings 1,182,492 1,413,762 Drugs and toilet articles and preparations 541,514 576,147 Piece goods 1,200,232 1,514,334 D. Smallwares 563,467 663,161 T. Food and kindred products 1,637,023 1,770,158	+ 20.6
Lingerie and corsets	•
Millinery	+ 6.4
Women's and children's apparel - (Total, 1-5) 2.597.618 3.012,213 Men's and boys' clothing and furnishings	+ 17.7
Men's and boys' clothing and furnishings	+ 18.2
1. Drugs and toilet articles and preparations 541,514 576,147 1. Piece goods 1,200,232 1,514,334 2. Smallwares 563,467 663,161 2. Food and kindred products 1,637,023 1,770,158	+ 16.0
1,200,232 1,514,334 1,200,232 1,514,334 563,467 663,161 1,637,023 1,770,158	+ 19.6
563.467 663,161 1. Food and kindred products 1,637,023 1,770,158	+ 6.4
1,637,023 1,770,158	+ 2632
	+ 17.7
?. Furniture (including mattresses, springs) 1,019,521 1,238,724	+ 8.1
	+ 21.5
3. Home furnishings	+ 30.6
4. Household appliances and electrical supplies 411,448 482,592	+ 17.3
5. Hardware and kitchen utensils	+ 24.7
6. Radios, musical instruments and supplies	+ 10.0
7. Shoes and other footwear	+ 20.2
8. Stationery, books and magazines	+ 5.0
9. All other departments, total	+ 16.2

Capping of the second of the s the same and the same of the same of the state of the s 1.1.1 ******** * . tal. TIBRARY 1.

COXI PUBL

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No.3

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MARCH 1940

Published by Authority of the HON. W.D. EULER, M.P.,

Minister of Trade and Commerce.

OTTAWA

+ + +

1940

Price \$1 a year

Single copies 10 cents

Table of Contents

		Page
1.	Summary of Retail Sales in Canada, March, 1940	1
2 .	Comparisons of Retail Sales in Canada for March, 1940, with Sales in Related Months, by Kind of Business	2
3.	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	4
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
5.	Department Store Sales in Canada, by Selected Departments, March, 1939, and March, 1940	8

DEPARTMENT OF TRADE AND COMMERCE DOWNION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

ominion Statistician: Gief, Internal Trade Branch: Satistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, MARCH, 1940

Retail trade in Canada continued to show improvement over last par, composite sales figures for twelve lines of business for March, 1940, recording a pain of 14 per cent over March a year ago. March sales were also 16 per cent higher than sales in February, 1940. Although the increase over March, 1939, is approximately a par with gains shown for the first two months of 1940 over the corresponding months last year, it must be considered comparatively moderate in view of the concentration Easter business in March this year whereas the effect of Easter trade was almost completely centered in April a year ago. Unadjusted indexes (on the base 1930 equals 190) stood at 82.9 for March, 1940, 72.9 for March, 1939 and 71.2 for February, 1940.

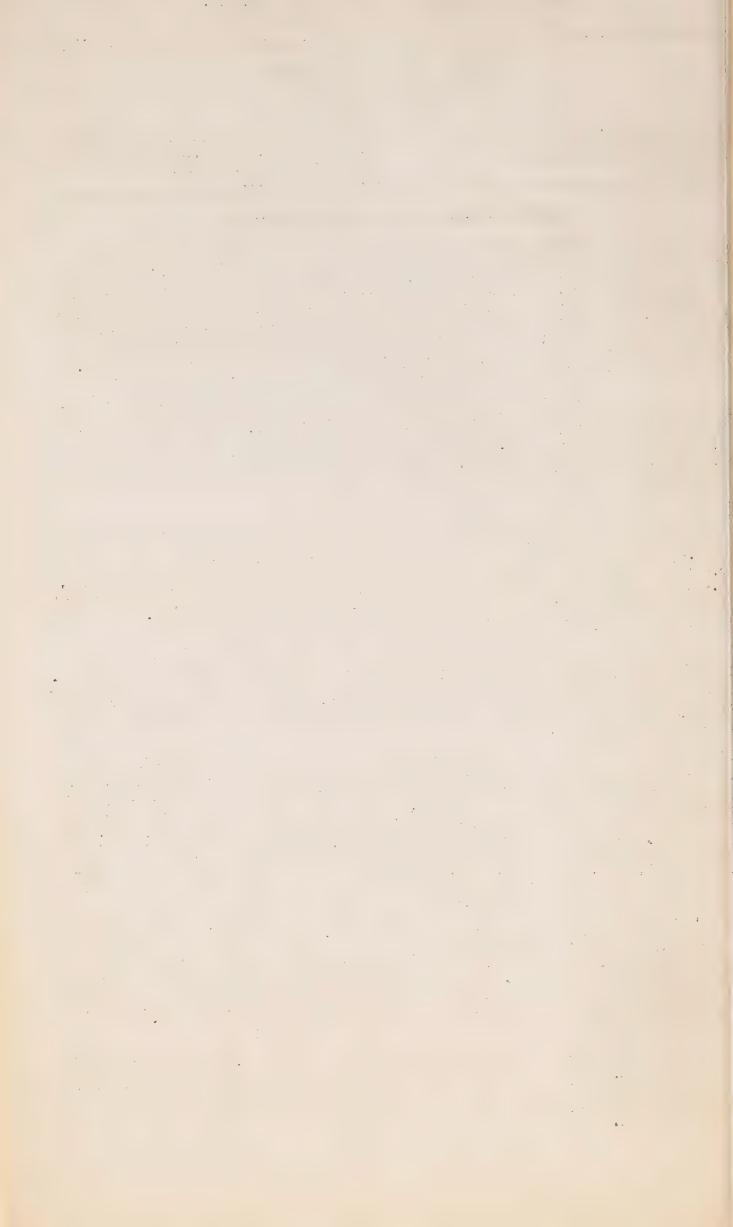
The general index of retail sales, adjusted for differences in number of business days and for normal seasonal variations, continued in a downward direction, a course which it has maintained for the past three months. The index for March, 1740, at 83.3, compares with 84.5 for February, 86.2 for January, 87.5 for December, 1739, and 76.2 for March a year ago. Unfavorable weather prevailing in most parts of Linada during March was effective in curtailing some Easter buying which would otherwise two been done.

Cumulative indexes for the first quarter of the current year revealed an increase of 14 per cent in the general index of retail sales over the same period 1939. Variety store sales in the first three months were up 23 per cent over last year, while the gain in department store sales in the same comparison amounted to 15 per cent. Men's and women's clothing store sales increased 20 and 17 per cent respectively, the boot and shoe store sales 21 per cent higher. Improvement in household lines ranged from 15 to 19 per cent, and grocery and meat store sales were up 13 per cent.

Increases were recorded for March this year over last in all lines retail trade for which statistics are available. Candy store sales were more than buble last year's figures, Easter business being an important factor in this comparison. Les of boot and shoe stores were 25 per cent higher. Furniture store sales were up 16 per cent, while gains in sales of hardware and music and radio stores amounted to 13 and per cent respectively.

One of the smaller increases was that shown for department stores were the gain over March, 1939, amounted to only 9 per cent. Sales in Ontario were up toly 5 per cent as compared with an average increase of 19 per cent for the two preceding months over the same period a year ago. Quebec sales were 9 per cent greater, while aims of 11 and 12 per cent were recorded for the Prairie Provinces and British Golumbia respectively. Sales in the Maritime Provinces gained 22 per cent over March, 1939. The summary of department store sales by departments showed average improvement of 11 per cent in March, 1940, over March, 1939. The figures used in this summary do not represent sales of the complete field covered in the index of department store sales; this executs for a large portion of the difference between the comparisons for the two cries. Increases occurred in sales of all departments, but there was a wide range in the degree of improvement shown for the various lines. Sales of men's clothing gained by per cent, but women's clothing sales were only 9 per cent higher and boot and shoe sales, 11 per cent. Sales of radios and musical instruments showed the highest gain with an advance of 24 per cent. Furniture sales were up 18 per cent, home furnishings alied 17 per cent, but sales of household appliances and hardware departments recorded only moderate increases of 10 and 5 per cent respectively. Sales of the food department, chiefly representing sales of groceries and meats, gained 12 per cent.

Variety store sales were 36 per cent higher in March, 1940, than in Arch a year ago. Sales in the Maritime Provinces were up 47 per cent and a gain of 35 Ir cent was recorded for the Prairie Provinces. Increases in other regions were constent, sales being up 28 per cent in both Quebec and Ontario and 25 per cent in Fitish Columbia.



Men's and women's clothing store sales were up 28 and 22 per cent respectively for the Dominion as a whole. Continued pronounced increases in the Maritime Provinces featured the regional comparisons for both groups. Men's clothing store seles in the Maritime Provinces were up 55 per cent. Increases in other sections of the country were as follows: Ontario, 31 per cent; Quebec, 26 per cent; British Columbia, 20 per cent and the Prairie Provinces, 13 per cent. In the women's clothing store group also, figures for the Maritimes were more than 50 per cent above last year's figures, while a gain of 30 per cent occurred in British Columbia. Sales were up 25 per cent in the Prairies, 20 per cent in Ontario and 14 per cent in Quebec.

Increases reported in sales of grocery and meat stores over March, 1939, corresponded closely with gains recorded in the two previous months of 1940 over the same months last year. The index of sales for Canada showed a gain of 13 per cent. Major increases occurred in Western Canada, sales in British Columbia being up 31 per cent and the Prairie Provinces, 29 per cent. Gains in Ontario and Quebec were 10 and 9 per cent respectively.

Sales of drug stores in Canada averaged 4 per cent higher in March, 1940, than in March, 1939. The only outstanding increase in this group was in the Maritime Provinces, where sales were 16 per cent higher. In other sections, gains held within a narrow range, with improvement of 6 per cent in the Prairie Provinces, 3 per cent in Ontario, 2 per cent in Quebec and 1 per cent in British Columbia being recorded.

Returns from a representative sample of jewellery stores in Canada showed sales 35 per cent higher in March, 1940 than in the same month a year ago.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

		March, 1940 + or - per cen compared with		Cumulative Indexes
Kind of Business	March 1930	March 1939	February 1940	JanMar., 1940 JanMar., 1939
General Index	- 12.4	+ 13.7	+ 16.4	+ 14.2
Boots and Shoes	- 32.0	+ 24.8	+ 59•4	+ 21.4
Candy	+ 1,6	+114,4	+ 64.7	+ 47.0
Men's Clothing	- 29.1	+ 27.7	+ 32.5	+ 20.3
Women's Clothing	- 14.9	+ 21,8	+ 49•3	+ 17,1
Departmental	- 19,1	+ 9.1	+ 10.5	+ 15.3
Drugs	- 11.4	+ 4•3	+ 8,8	+ 5.5
Furniture	- 22:0	+ 15.6	+ 5,1	+ 18.7
Groceries and Meats	+ 3.6	+ 13,1	+ 15.5	+ 12.8
Hardware	- 21.0	+ 12,6	+ 21,8	+ 15.2
Music and Radio	- 37.6	+ 10.2	- 1,4	+ 17.9
Restaurant	- 37.5	+ 6.0	+ 8.2	+ 8.5
Variety	+ 11.5	+ 35.7	+ 30.2	+ 23.3

•	* .				
	*	, 4			the state of the s
	*		,		eterno and a compression of
	Þ	• .		\$	Acres acres as a second
	4	\$ ©		* 13	8 + 4 + 5 + 1 + 4 + 2 + 1 ;
	e 8	*.		1.	Non-co-region
	4	4	,	***	The state of the s
				*,	en de la companya de
	•	e c		(* ₁	The second section of the sect
		# 20 /			NAME CONTRACTOR
	,	*		* .	11. ** * * * * * * * * * * * * * * * * *
	•	,		٠.	t tek to see see g
					Commence of the second of the
	,	•			

3

C. Adjusted for Number of Business Days and Seasonal Variations. A. Unadjusted. B. Corrected for Number of Business Days.

TINDE NUMBERS OF RESEATE SALES - (AVERAGE FOR 1730 - 100)

																										(4)	(*)	
ing(d)	ပ			0	۵	6					77.5	. 4					prof.	0	5	0	∞	78.2	∞	2	4	0	85.1	-
s Clothin	В		105.4	81.8	83.5	69.1	48.5	9.09	54.3	, w	70,5	62.6	57.4	71.2								75.8		- 6	115.7		50.2	-
Women	Α		107.6	85.4	82.6	68.4	50.5	63,00	57.6	/ J.v.	69.2	9406	59.7	72.7			0	4	7	-	0	78.6	\sim	4	120.0		48.7	
(p)	ر ت		01	01	~	α	10	, 	\cdot	> < 0	83.3	\sim	10	5			4	\sim	5	. 0	3	87.9	5-	N	N	88 7 (4)	87.5	19.8
Clothing(c)	В	- Jan	ω	ω,	-	٦.		- 0	6	, C	72.5	· · ·		7											136.3	C	55.1	0
Men's Cl	A		156.0	00	82.2	61.5	52.7	67.3	00-00	7,00	71.2	63.1	7, ,7	20.0			0	5		CV	9	91.1	7	$\overline{}$	141.3	0	53.5	0
	S	,	110,9	105.7	82.4	75.4	50.8	9.09	79.0	57.50	65.2	51.7	7.	. 869		On to	60.5	54.9	56.4	50.7	49.7	51.7	55.7	57.7	61.6	, ,	0.09	8 69
Candy(h)	В		4	0	0	∞	~) QQ		∞	84.7	~) ~)		78.6	53.8	43.5	45.6	46.7	48.1	52.9	49.6	114.6	0	0.09	7.06
)	A	pastrian v	149.5	92.4	68.3	0°66	44.0	84.2	50.0	47.5	82.5	44.6	23.8	93.9			78.8	54.0	45.8	43.8	47.2	8.67	51.6	48.7	115.7	101	57.0	93.9
Shoes	Ü		ထိ	7	00	2	∞		-00	∞	70.3	0	77) <u>}</u>	•		-	0	. 4	9	0	84.4	6	9	72.9	414	2.9	20
s and Sl	В		3	4.	.9	4.	4.	6	, E	_ /- c	63.3) [-	-	- 0			2	9		2	2	87.0	E	-		,	39.4	6
oot	A		_	6	9	4.	70	· · ·	, ,	4 ~	62.8	6	000)		. •	10			~	89.5	a- la			V	38.5	0
ex(d)	Ü		0	2	4	4.	9		~ (1 ~		- 0	, ,	, ~	*	,	6	0	7	~	· •	87.6	8	~	-	V	84.5	3
1 Ind	В		∞	run	E-	\sim	0	1	7		76.1	-)	4	٠	~	14	25	~) p	89.4	94.8	∞	119.8	,	73.5	
Genera	A		0	4		~ ~	-	0	, _	- \0	75.5	\ ~		10	J	٠	. •	4	9		~	91.1	2	8	122.1		71.2	2
	Year and Month		92	93	, 1931	932	193	1934	1925	793	March. 1937	1938	1939	1940		0201	April	May	June	July	3.t	oer	October	November	December		February	March

(c) Includes men's furnishings.
 (d) Revised to census trend.
 (f) Final figures.
 (n) Candy indexes are based largely upon returns from retail candy chains.

A CONTRACTOR OF THE PROPERTY O

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

S	Ü		1.6												6.7	90.9	1.6	8.7	2.7	3.2	0,2	80	2.4(f)		2.0	5.2	1.2	
nd Weat		10	6		∞					∞	6	6	2			6 9	-							Duril * 1000an n		3	-	pdan
eries and	<u>М</u>	105.	95.7	96	86.	720	73.	75.	79.	87.	86.	89	101	er 4 resignada.	~	93.		9	3	~	0	ကိ	C)	QUINTE destança à 1/41	4	93		
Groce	Ą	108.8	100.9	94.6	84.7	75.0	78.7	81.6	78.1	84.7		92.4	104.5	ry i san-saids	N	91.9	CV	3	_	∞	9	0	-	plants supplem	87.4	90.5	104.5	
	C	$ \infty $	107.9	0	4	N	∞	0		∞	3	N	-		N	78.8	0	N	∞	-	2	F	0		∞	89.1(f)	7.3	
Furniture	В	128,8	93.9	77.8	56.3	46.0	59.9	60.2	61.4	77.3	63.8	62.8	75.9	,	50	99.2	0	\triangleleft	∞	2	-	-	1-4		∞	4	75.9	
	А	128.5	97.0	78.5	56.9	48.1	61.9	62.2	62.1	78.1	1.99	65.5	75.7		82.0	100.1	80.3	63.0	82.3	92.2	104.4	88.6	111.5		O	· CV	75.1	national, a
	O	70	104.4	\sim	∞	\sim	9	0	Pront.	0	-	local	10		<u>~</u>	91.4	0	∞	9	-	-	2	9	r light van Begenheide	7	9.9	95	elijanju ur
Drugs(d)	Ш	. 0	105.4	94.4	89.1	73.8	77.5	80.5	79.2	87.1	84.7	89.0	92.8			87.7		84.9	84.5	89,2	93.4	92.1	119.3		89.0		92.8	
	Ą		107.1												0	88.8	3	9	9	°	2 .	0	2	aller - 1° sectores	00	87.2	4	Mingrov
	Ü	. 0	97.1	~	°	. 0	m°.	0	0	. 0	10	· 6	10	MA	50	75.2	CV	<u></u>	3	9	0	-	0	garbaya na akan kan akan akan akan akan akan	~	2 0	75.4	jan dallahi
partmenta	В	102.6	86.4	85.9	68°6	56.5	65.3	59.7	61,9	70.5	63.5	62.4	72.4		Ph-	16.7		\sim	~		~~	93	2		~	66.3	2	die gest
De	A	101,5	88.5	9.98	69:2	59.4	67:1	61,4	62.5	70.8	66.5	65.6	71.6		74.0	77.4	75.5	57.2	61.3	83	100°3	76	144.1		4	64.8		
	ear and Month	n, 1929	, 19	19	0	19	19	19	, 19	5	, 19	01	0		April	May	June	July	August	September	October	November	December	0761	January	February	Larch	

(d) Revised to census trend. (f) Final figures.



INDEX NUMBERS OF RETAIL SALES - AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

The state of the s	COLUMN TRACE OF THE PROPERTY O	^µ ardware	A CONTRACTOR OF THE STATE OF TH	Music	ත	0(3)	Res	staurants(d)	The same of the sa	Varzey	Control of the state of the sta
Year and Month	٧	B	O	A	B	0	Commencer continues of	B	0	A	A Charles	to the second of the second desire
			To all regions	galla coll ar				, a distan				
March, 1929	88°1	0	128.9	13.4.6	217.3		112.2	11001	2	3	0	
1930 000	83.4	. 0	117.3	92.22	50°7		101,1	99.5	5.6	-4	0	
1931	78,3	. 0	109,3	76,3	75:1		85.2	84.7		2	_ a	
1932	21.8		73.0	50°2	49.4		66.6	65.3	703	2	01	
1933	40.9	2 . 1	7. (,), V.	20,00	36.5		55.3	54.1	i co	0	α	
1927	000	5		7000	76		, or , or	57.9	200	9	· ~	
777	000	6	7.07	100	1 0		0,0	, c	000	7	3 (
March, 1935	+ c c	40°C	0,70	7000	- α Ο α	7 0 7 0 7	+ 6	2000	74 4	- W) V) c
173	200	2) .	7041) NO) X		3000	700	+ O	70		
173	4°.10	ω,	7000	40.77	φ c c c c c c c c c c c c c c c c c c c		1000	2000) W	° С	α	
1930	0.00	0 .	0,20	20.0	53.0		70 40		\sim (o O C	3) c	
193	58.5	0	79.2	52.2	49.4		24.0	50.0	\supset .	*	- 1	
	62.3	T.B.	96°3	52.5	ν ω ω		63.2	62.0	←	<u>*</u>	-i	
		,	٠		,				or expedition			
1939				(2	0	C	c	V	-	7 70
April	78.5	03.7	4.00	30	7		0 r	, ,	٠ د د	O r	- 0	0 0 0
May	111.2	109.4	20.5	-	9		7) 1	• [4 (~ C	VC	76.66
June	104.2	102.6	86.2	L	o"	9	-	•	- 1		OI	25.0
July	96.1	98.4	89.4	3	4.	0	0	6	•		5	95.0
August	7.66	94.4	91.7	9	3	0	3	2	5	rU,	\sim	90.2
September	110.2	112.8	94.0	9	တ	25	5	1	2	9	\sim	1.96
October	102.2	104.5	6:06	82.1	84.0	1.99	6.49	9.49	9.79	101.1	104.6	104.6
November	89.4	88.0	88.0	0	∞	N	3	m	99	N	N	101.3
December	102.0	104.3	93.2	3	2	0	5	-	9	5	0	9*66
		٠	,									
Townsma	O		106.0(4)			- 1	0	00		E-	-	107.2
February	54.7	75.4	6.86	7,00	59.6	75.5	58.4	61.3	10	72.1	74.3	103.3(f)
March	65.9	67.4	96.3		0	· CJ	3	2		3	-	110.0

(d) Revised to census trend. (f) Final figures.

•

.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

	Market Committee of the		The second secon	THE PERSON NAMED IN COLUMN 2 I		-
ar and Month	CANADA	Maritime Provinces	(),,,,		Prairie	British
Section 1 and 1 an			Quebec	Ontario	Provinces	Columbia
	M	en's Clothing	Stores(c)	-	Committee on the control of the cont	
lirch, 1936	75.1 90.2 80.0 70.3 89.8	76.3 90.0 82.1 68.6 106.3	78.7 87.5 73.9 68.6 86.4	76.5 92.3 83.4 69.4 90.6	69.9 88.4 82.0 76.0 85.9	66.8 86.9 70.8 73.0 87.2
October November December	134.0 128.0 179.0	122.2 142.5 213.4	114.4 117.5 150.5	131.6 129.1 188.9	192.3 147.1 173.4	126.0 111.5 187.5
January February March Change,	79.1(f) 67.8 89.8	91.7 83.2 106.3	73.6 64.2 86.4	82.4 68.9 90.6	70.9 61.6 85.9	79.4 68.0 87.2
March, 1940	+27.7	+55.0	+25.9	+30,5	+13.0	+19.5
JanMarch, 1940 JanMarch, 1939	+20.3	+44.9	+17.4	+20.3	+15.1	+14.4
	The state of the s	Women's Clot	hing Stores	ATTECH - HEST PROPERTY OF THE TRANSPORTER THE PROPERTY OF THE TRANSPORTER THE PROPERTY OF THE TRANSPORTER THE		den dem sem er en den seu underen produktion vor
rch, 1936	81.8		and the second s			
rch, 1937	97.2 90.5 83.8 102.1	75.8 87.7 83.6 76.9 120.2	81.0 83.4 79.6 75.7 86.0	81.1 96.6 92.7 82.7 99.4	83.6 102.4 94.0 92.9 116.2	85.5 117.8 98.7 102.7 133.1
October November December 40	131.0 118.2 168.5	136.9 144.9 212.5	119:2 107:2 149:5	131.3 122.1 177.6	151.5 123.9 168.2	129.3 108.3 156.8
January	73.7(f) 68.4 102.1	95.8 75.7 120.2	63.6 65.6 86.0	76.7 68.2 99.4	73.2 69.1 116.2	78.4 73.1 133.1
March, 1940 March, 1939 Change,	+21.8	+56.3	+13.6	+20.2	+25.1	+29.6
JanMarch, 1940 JanMarch, 1939	+17.2	+35.2	+11.2	+17.4	+18.4	+20.7
	C	rocery and M	leat Stores	aller vilkereller i så haller syk mannen av avskriget for		
rch, 1936 rch, 1937 rch, 1938 rch, 1939 rch, 1940	98.4 106.8 111.6 116.5 131.8	(a) (a) (a) (a) (a)	107.8 108.1 111.4 128.0 139.2	96.2 106.8 114.7 119.3 131.7	88:4 100:3 101:8 92:5 118:9	91.3 112.7 111.3 96.6 126.1
39 October November December	109.5 111.9 136.1(f)	(a) (a) (a)	109.6 109.3 135.6	108.0 113.8 139.7	115.4 113.9 129.3	107.5 107.8 129.4
January February warch Change,	110:2 114:2 131.8	(a) (a) (a)	112.6 117.0 139.2	113.5 115.8 131.7	97.8 104.3 118.9	104.0 110.3 126.1
warch, 1940	+13.1	(a)	+ 8.8	+10.4	+28.5	+30.5
JanMarch, 1940 JanMarch, 1939	+12.8	(a)	+ 7.9	+10.7	+27.5	+28.9

Figures for the Maritime Provinces are withheld to avoid disclosing individual rations. (c) Includes men's furnishings. (f) Final figures.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

Year and Month	CANA DA	Maritime Provinces	Oughan	Cont	Prairie	British
ALVEY VEL	OUTINE DE		Quebec	Ontario	Provinces	Columbia
		Department	Stores			Maria Ma
Warch, 1936	83.3	79.4	87.4	83.8	80.3	84.5
March, 1937	94.3	87.4	99.7	93.5	91.4	99.4
March, 1938	88.6	79.5	97.9	88.4	84.3	90.6
March, 1939	87.5	72.6	96.7	88.8	82.6	92.6
1939	95.5	88.8	105.5	93.1	92.0	103.4
October	134.4	125.2	128.1	122.3	161.9	122.6
November	125.9	131.9	128.5	126.1	128.7	112.6
December	192.1	207.6	208.9	198.2	177.9	177.0
1940	0~://2	0//	-0:-	0. 1		
January	85.6(f) 86.4	86.6 86.0	98.0	84.6	82.8	80.5
March	95.5	88.8	92.2 105.5	86.9 93.1	83.0 92.0	85.9 103.4
Change,	10.0	0040	10).)	12 • ±	72 %0	703.4
March, 1940	+ 9.1	+22.3	+ 9.1	+ 4.8	+11.4	+11.7
March, 1939						
Change, JanMarch, 1940	1757	100 9	134	172 6	127 2	
Jan March, 1939	+15.3	+29.8	+14.6	+13.7	+17.1	+10.5
war on, 1/3/			1			
		Variety S	tores			
arch, 1936	72.3	64.5	70.3	77.A. A	10 5	70.0
arch, 1937	88.5	83.6	72.3 89.9	74.4 89.3	69.5 86.0	72.0 93.1
arch, 1938	77.9	74.3	78.4	78.4	76.5	84.1
arch, 1939	76.9	70.4	83.4	74.5	70.8	87.3
arch, 1940	104.4	103.8	106.8	95.1	95.2	109.3
939	•		,			
October	112.3	111.6	118,5	106.9	121.4	111.7
November	113.4 228.8	118.9	116.4	109.2	117.9	115.2
940	220.0	251.5	220.1	223.8	223•2	267.3
January	74.5	73:9	79:8	72.3	68.2	81.2
February	80.1(f)	77.5	85.1	76.8	76.9	91.4
March	104.4	103.8	106.8	95.1	95.2	109.3
Change,	125 17	177 4	1003	.07 8	. 24 -	107.0
March, 1940	+35.7	+47.4	+28.1	+27.7	+34.5	+25.2
Change,						
JanMarch, 1940	+23.3	+32 • 4	+21.2	+19.2	+23.8	+17.1
JanMarch, 1939						
		D C+				
		Drug St	ores			erandersampppermyteristers
lirch, 1936	94.2	92.0	100.5	94.6	89.1	90.7
Irch, 1937	105.8	109.0	110.5	106.8	99.0	101.5
rch, 1938	103.6	102.9	109.6	104.4	94.9	104.3
Arch, 1939	109.1	105.1	118.7	109.1	103.2	103.5
139		ifte for his 🛊 🗳	26267	2.1.2.40	10/03	20440
October	111:1	108.5	113:0	105:1	123:7	116.4
November	108.9	110.8	111.8	108.2	109.5	103.5
December	146.8	166.3	133:1	145.2	156.2	151.1
140 January	106:0(f)	109:4	111.3	105:3	101.6	105.0
January	104.5	109.4	112.4	102.7	100.7	101.1
March	113.8	122.3	121.5	112.8	109.3	104.8
%Change,		,				
March, 1940	+ 4.3	+16.4	+ 2.4	+ 3.4	+ 5.9	+ 1.3
March, 1939						
Change, Jan, -Warch, 1940	+ 5.5	+12.8	+ 3.1	+ 4.2	+ 9.1	+ 5.0
JanMarch, 1939	₩ 2•2	712.0	7 3.1	1 4 6	101	1) •0
	The state of the s					
P14						

⁽⁾ Final figures.

	;					
3	·	*	•			
•	•	,	st.	·		
•					•	
					•	• • •
						and the second
•	,	,				
			,			
•	•					
						. •
	,		·			
				r		i de la companya de La companya de la co
•			•			
					,	
•						
	`	. *				
			•			and the second s
		* *	•			
		•				
	•	ę.		•		
	•	•		·		
	r	,				the office of a second
	·					, 9 w
				•		
•		8			,	
			,	·		
4		•		•		
			,			· · · · · · · · · · · · · · · · · · ·
			•			
	,	,				* * * * * * * * * * * * * * * * * * * *
						· 4 @ 3 (#+4
					,	•••

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS MARCH, 1939, AND MARCH, 1940

(Based on sales of 18 firms)

2				
		March 1939	March 1940	% Change 1940/39
ı	FICOMAT CLATTIC AST TOTAL CONTRACTOR	\$	\$	
N	TOTAL SALES, ALL DEPARTMENTS	15,588,572	17,324,209	+ 11.1
1	. Women's dresses, coats and suits	1,740,817	1,804,225	+ 3.6
2	Girls' and infants' wear	424,283	505,173	+ 19.1
3	, Hosiery and gloves,	683,326	796,701	+ 16.6
4	Lingerie and corsets	664,891	723,050	+ 8.7
5	. Millinery	273,247	315,068	+ 15.3
5	. Women's and children's apparel - (Total, 1-5)	3,786,564	4,144,217	+ 9.4
7.	. Men's and boys' clothing and furnishings	1,559,491	1,838,820	+ 17.9
8	Drugs and toilet articles and preparations	509,501	571,572	+ 12.2
7	Piece goods	1,213,747	1,254,731	+ 3.4
ρ,	Smallwares	564,609	619,651	+ 9.7
	Food and kindred products	1,777,330	1,980,965	+ 11.5
2.	Furniture (including mattresses, springs)	756,124	893,045	+ 18.1
3 .	Home furnishings	1,052,869	1,233,511	+ 17.2
	Household appliances and electrical supplies	409,195	448,634	+ 9.6
	Hardware and kitchen utensils	585,763	616,673	+ 5.3
	Radios, musical instruments and supplies	217,243	268,242	+ 23.5
	Shoes and other footwear	1,156,366	1,284,157	+ 11.1
	Stationery, books and magazines	246,023	267,561	+ 8.8
	All other departments, total	1,753,747	1,902,430	+ 8.5
		THE PARTY OF THE P		



CANADA

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

KONY KABE

No.4

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

APRIL 1940

Published by Authority of the Hon. Jas. A. MacKinnon, M.P.,

Minister of Trade and Commerce.

OTTAWA

+ + +

1940

Price \$1 a year

Single copies 10 cents

Table of Contents

		lago
1.	Summary of Retail Sales in Canada, April, 1940	1
2.	Comparisons of Retail Sales in Canada for April, 1940, with Sales in Related Months, by Kind of Business	2
3•	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	4
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
5.	Department Store Sales in Canada, by Selected Departments, April, 1939, and April, 1940	8

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Herbert Marshall, B.A., F.S.S.
A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, APRIL: 1940

Increased sales in nine of the twelve lines of retail trade included in this monthly survey more than offset declines registered in three groups, with the result that the general index of sales gained 6 per cent in April, 1940, over the corresponding month of 1939. While this increase is smaller than those recorded in earlier months of the current year over the same months of 1939, it must be remembered that the occurrence of Easter in April of 1939 and in March this year is an important factor affecting this comparison. Unadjusted indexes (on the base 1930 equals 100) stood at 86.6 for April, 1940, 81.7 for April, 1939, and 83.2 for March, 1940.

Cumulative indexes for the first four months of 1940 showed an increase of 12 per cent in the general index of retail sales over the same period of last year. Improvement in household lines ranked among the most prominent; music and radio store sales being up 23 per cent; furniture store sales, 17 per cent, and hardware store sales. 14 per cent. Variety store sales were 16 per cent higher, while department store sales recorded an advance of 14 per cent. An increase of 8 per cent in restaurant receipts and of 4 per cent in drug store sales were the lowest recorded in this comparison. Increases in other lines, including clothing, grocery and meat, and candy stores, ranged from 11 to 14 per cent.

A 28 per cent gain in sales of music and radio stores in April, 1940, over April a year ago, continuing the outstanding advances shown for this group in provious months of 1940, was higher than that recorded for any other kind of business; Furniture and hardware store sales were both 14 per cent higher than in April, 1939. Restaurant receipts gained 7 per cent. Boot and shoe store sales were down slightly from April, 1939, the 3 per cent drop for this group being in sharp contrast to the pronounced gains recorded in earlier months. Candy store sales in April, 1940, declined 42 per cent below April a year ago, the loss being due to the difference in the dates of Easter in the two years.

Department store sales reported a gain of 10 per cent in April over the corresponding month last year. Sales in the Maritime Provinces were up 15 per cent, while an increase of 12 per cent occurred in both Quebec and Ontario. The increase in the Prairie Provinces amounted to 8 per cent, but a gain of only 3 per cent was reported for British Columbia. Combined sales of those firms whose figures are used in the compilation of the summary of department store sales by departments were 9 poi cent higher than in April, 1939. Sales of household lines recorded the most sizeable gains, with increases as follows: 26 per cent for household appliances, 22 per cent for radios and musical instruments, 19 per cent for home furnishings, 18 per cent for furniture and 17 per cent for hardware. Sales of men's and women's clothing were up 5 and 7 per cent respectively, and sales of boot and shoe departments also gained 7 per cent. Sales in food departments increased only 2 per cent.

Variety store sales in Canada wore down 1 per cent below April last year but the unfavorable comparison is no doubt partially due to the sensitiveness of this type of business to Easter trade. Sales in the Maritime Provinces were 5 per cent higher, while a fractional gain was recorded in Quebec. Sales in Ontario were down 1 per cent, as were sales in British Columbia. The Prairie Provinces showed a decline of 6 per cent.

Sales of men's and women's clothing stores advanced l and 3 per cent respectively over April last year. Sales in the Maritime Provinces continued to show greater improvement than in other regions, although the gains reported in the most recent month did not approach the proportions of those occurring in the first three menths of 1940. In men's clothing store sales, there was improvement in April of 18 per cent in the Maritime Provinces, 4 per cent in Quebec and 1 per cent in British Columbia. A decline of 2 per cent occurred in Ontario and sales fell off 8 per cent in the Prairie Provinces, Women's clothing store sales were down in only the Prairie Provinces, where

A position of the state of the

decline of 9 per cent was reported. Gains in other sections were as follows: 15 per cent in the Maritime Provinces, 5 per cent in both Ontario and Quebec, and 3 per cent in British Columbia.

There was an increase of 5 per cent in grocery and meat store sales in Janada in April, 1940, compared with April, 1939. Sales in all economic divisions were higher this year, with the western provinces recording most pronounced gains. British Jolumbia sales were up 25 per cent, while sales in the Prairie Provinces were 15 per cent higher. Gains in Quebec and Ontario amounted to 1 and 3 per cent respectively.

Drug store sales in Canada during April were only fractionally higher than in April last year. Those sections of the country which reported increased sales were as follows: Maritime Provinces and British Columbia, 6 per cent; Quebec, 5 per cent, and Ontario, 2 per cent. A decline of 12 per cent occurred in the Prairie Provinces.

Sales of a representative number of jewellery firms in Canada were 23 per cont higher in April, 1940, than in the same month a year ago.

Comparison of Rotail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business		Cumulative Indexes			
	April 1930	April 1939	March 1940	JanApr., 1940 JanApr., 1939	
General Index	- 19.5	+ 6.0	+ 4.1	+ 11.9	
Boots and Shoes	- 35.1	- 2.8	÷ 32.6	+ 11.2	
Candy	- 65.0	- 42.3	- 51.0	+ 12.8	
Men's Clothing	- 45.3	+ 0.6	+ 12.1	+ 13.9	
Women's Clothing	- 26.2	+ 3.1	+ 26.8	+ 12.0	
Departmental	- 23.0	+ 9.9	+ 11.8	+ 14.1	
Drugs	- 12.0	+ 0.3	- 5.7	+ 4.0	
Furniture	- 19.3	+ 13.9	+ 25.7	+ 16.6	
Groceries and Meats	- 7.9	+ 5•3	- 6.7	+ 10.8	
Hardware	- 12.4	+ 14.4	+ 38.8	+ 14.4	
Music and Radio	- 4.1	+ 27.6	+ 24.1	+ 22.5	
Restaurant	- 36.6	+ 6.5	- 1.6	+ 8.1	
Variety	- 7.3	- 0.9	- 8.4	+ 15.7	

en en en experiencia de la capación de la companya de la capación de la capación de la capación de la capación La capación de la capación de

			*		•	2. 3. 6. 6. 4. 3. 4
						A. A. C. S. Proc. A.
					. •	
					4	. • • • • • • ·
,				,	s	e e e e e e e e e e e e e e e e e e e
						The second
٠	,		pt.		4	e de la companya de l
	4	4 *	1		,	to a second
			,			
	,				·	. *
	,				. '	* * * * ()
	,		•		,	

A. Unadjusted. B. Corrected for Number of Business Days. INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 - 100)

114	othing(d)	~!	α	112	ω	\sim 10	\sim		10	\sim	~1)	0				\circ		UN.	α	α	α	75-7					σα	77.0
5	SCIOTA	n .	<u> </u>	2,5		3	~ .	~ .	•	· .		•	91.0		١	5	~	0	-	77	9	84.0	70			Å,	0 -	93.2
	en												4.60									84.1				90	40.0	
ماري) (ع)	שרכי/מ/ קרבי/מ/		133.5	7 0	20.00		03.0	7.50	T • KO	0,00	η L η C η C	00.7	7.07	0.61	(ń	~ (3 1	2	-		82.0	0		1	0 1	80.7	0
Clothing	R	1	n c	7.5	- C		- 0	-	.	• 1/	•		01.0 0 L8	4.								100.9			(VZ	70.2	, r=1
Men	8 .	1	-1 0-	- 6	740	•้ น	<u>.</u> .	; c	•	e Jili	•	4 c	80.4	*	L		D C	\vee	\circ	()	0	101.0			(* V (72.7	Ĉ
	Ü	1 0	va	1 4	- 0	, _r	- C		1 10		. ~	•	77.0		~	" \(\(\)) C) (7	ાં ો	01	51.	mail a		0	o	10	77
Candv(h)	В	1						* '					46.7	1	~) () (ο α	• . 5 c	۰. ال	47.0	+		ب	10	89.6	9
	A	, o	130.0	107:5	67.79	80,5	55.0	78.9	83	47.7	77.7	200	45.5		~f			* ~	• .	• -	4 ·	1.04			C	2 6	92.8	7
Shoes	C		107:2										78.2			4	9	. 0	•	- O	• •	4.00	•		2	2	65,2(f)	φ.
s and	В	~	128.6	_	~		~		· -	0	. 6	•	*			-	~	0			- [-	9.91)		9	0	58.7	0
Boot	Ą	2	123.5	4	∞	2	٠٠٠٠	~	· •	-	ا ا	O.I			20	_	0			e 1	• •	0.6[•		9	∞	60.4	o
्र	D	60	102.3	\sim	644a	\sim			C(1		2	(1)	De-			2	~	-		. 00		87.5			. 9	4.4	83.6	
I redi	В	60	111.6	∞	4	6	0	9	-		77	~			4	25	3		6	\.	00	119.8			0	3	82.0	•
Genera	A	60	107.6	١٨٠	\sim	~	~	~	10	<u> </u>			• • •		4	9	7	\sim		. ~	00	122.1			0		83.2	.0
Year and Wonth		pril, 192	April, 1930	pril, 1931	pril, 193	pril, 193	pril, 193	pril, 193	pril, 193	pril, 193	pril, 193	193	0	1932	May	nue	July	hugust	er	October	November	•		1940	January	February	March	

⁽c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

8 6 9 1

- 4 -

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 - 100)

A. Unadjusted. B. Corrected for Number of Business Days.

C. Adjusted for Number of Business Days and Seasonal Variations.

P 30	Mea	104.3	103.9	73.6	72.4	0000	40 40 40 40 40 40 40 40 40 40 40 40 40 4	4.0%	90.9	88.7	93.2	89.8	F & 1 /		101.2
	ceries and	107.4	111.2	75.8) 40 J.J.J.	2000	93.1	77.3	93.6	86.9	93.2	88.9		00 ~	101.2
17	Gro	105.7	97.0	81.4	9-12	700	93.7		91.9	83.3	98.1	107.9		87.4	104.77
A TONOR OF THE THE PARTY OF THE							76.6		78.8	78.9	77.0	87.0		∞	85.6(f) 79.1
下いいが十いから	E at lift cal o						89.6		99.5	78.8	107.2	111.8		8 4	74.5
TOTAL PROPERTY OF A SPECIAL PROPERTY OF A SP	A	127.9	95.7	73.3	71.N	866 1.099 999 1.099	89.5 82.0 93.4		10001	0 00 0 0 00 0	104.4	38.6		00	74.3
LOCAMICENCE PROGRAMMO CO. S. A. N. A.C. SANCONO. CO. A. N. A.C. SANCONO. CO. S. S. A. N. A.C. SANCONO. CO. S.	0	104.1	1000 1000	72.9	78.7	83.0	88.3 91.7 92.0		91.4					95.7 96.1(f)	20,2
Drugs(d)	1	103.0	1 (7) [7 / (/)	[W		86.5 89.9 90.2		2000	t 4 0	2000	10	ı	94.5	0 0
ALVO, TOTAL P., MARKET AND ALVOYS AND ALVOY	A		mon		Q -	010	87.6 89.0 89.3		88 88 88 87.77 88				(2000 4.7-4	40
TO THE PROPERTY OF THE PROPERT	D	108.6	0.79	0.00	72.7	69.27	875		75.2		* * * * * *	4 4		82.8(f)	020
epartmental	B	103.2	97.0	1.02	74.9	0.47 0.00 0.00	77.9		2 4 8 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5				(0000	$n \circ 1$
Q	A more and a second	4 70	d 1	- \ 0 \		21 1	74:0		- 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	70	0.4	4.		64.7	1 1
Year and Month		1, 192	1, 193	1, 1933	L, 193	1937	April, 1939	1939	June	August September	October	December	:	February	

(d) Revised to consus trend. (f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 - 100)

A. Unadjusted. B. Corrected for Number of Business Days.

G. Adjusted for Number of Business Days and Seasonal Variations.

W. Company Company	B. C.	3 112	4 103	3 103	1 85	1 79	2 80	9	200	9 6 6 7 6	87.0 94.6	70		.2 92	8.4 95.6	0 95	06 0	96 8*	•6 104	.3 101	2 99		7.5 107	4.3 103.3	011 5.1	40 1 1 7
Varie	A STATE OF THE STA	8 6	2.8	2.2	7.0	3.9	8.6	6.7	4.0	100	ω	0.9		1.6	98.6 98.	8.1	۲.	6.0	1.1	0.0	2.0		7.1 6	72.1 74	3.9	α
A CONTRACT CONTRACTOR OF CONTR		110.0	98.9	84.8	66.2	55.0	58.4	59.0	0.29	5-19	59.0	62.7		61.9	57.3	57.7	59.1	62.3	9.49	9.99	66.4		~	63.9	4.	C
staurants(B		0	70	9	7	6	5	7 5	- ~	59.6	~			57.9				· • ·		- 4		∞	61.3	2	۲
SOUTH THE PROPERTY OF THE PERSON OF THE PERS	A	9.601	98.5	84.4	6.99	54.6	57.4	0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	1To	62:37	58.6	62.4			57.3		- 10			- 6			o	58.4	3	C
CONTRACTOR STATE OF THE STATE O	O	141,5	108.5	87.6	62.0	47.0	49.5	29.1	10 P	27.5	9:19	79.7			66.2	0	0	25	9	CI	0		-	75.6(f)	9	C
and Radi	В	104.7	80.3	65.7	47.1	37.6	40-1	47.9	0 0 0 0 1	66.7	62.9	74.1		9	60.2	4	3	∞	4	∞	20		9	59.7	2	4
OTSHIP	A	106.4	78.5	64.2	47.9	35.3	39.2	8 1 1	25.5	64.7	59:0	75-3		-	61.2	. *	9	9	S.	0	~			58.4	. 0	1
The State of	S)	109.2	101.0	89.0	71.6	61.3	1:99	72.6	0.22	0.00	80:4	85.0			86.2	6		4.	0	ω.	3		106.0	98;7(f)	94.5	0 70
Hardware	В	9			* *			3:		* -	83.7				102.6						- 0		58.3	55.2	66.2	* 00
Company of the last paragraphs of the paragraphs of the last paragraphs of the parag	A	1	102.5	0	75.5	59.7	67.1	73.7	4.00	7.88	78.5	89.8	,	111,2	104.2	1.96	7:66	110.2	102,2	89.4	102.0		- 4	54.0		
THE CASE OF THE PROPERTY OF THE PARTY OF THE	Year and Month	19	1, 19	19	1, 1932	1, 19	1, 19	1, 19		1, 1931	April, 1939	1, 19	0000	May	June	July	fugust	September	October	November	December	1940	January	February	arc	L rock 1

⁽d) Revised to census trend. (f) Final figures.

• • •

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

. 1					100)	•
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British. Columbia
		Men's Clot	hing Stores(c)		
pril, 1936	104.1	100.2	105.0	106.7	101.3	93.5
Joril, 1937	108.7	99.7	119.1	109.3	105.6	93.4
Joril, 1938	115.6	125.6	120.9	117.3	107.2	98.2
Joril, 1939	101.3	100.1	100.3	102.5	105.1	92.8
bril, 1940	101.8	118.2	104.0	101.0	96.5	93.9
November	3000					,3,,
December	128.0	142.5	117.5	129.1	147.1	111.5
1140	179.0	213.4	150.5	188.9	173.4	187.5
January	78.9	91:7	74.1	81.7		
February	67.8(f)	83.2	65.2	68.4	70.9 61.5	79:4
March	90.8	110.8	88.2	91.4	85.2	67.8 86.8
April	101.8	118.2	104.0	101.0	96.5	93.9
Change,					, , ,	/3•/
April, 1940	+ 0.6	+18.1	1 7 17	7	0.0	
April, 1939	, 0.0	410.1	+ 3.7	- 1.5	- 8.2	+ 1.2
Change,				·		•
JanApril, 1940 JanApril, 1939	+13.9	+37.3	+13.8	+12.8	+ 6.5	+10.1
JanApril, 1939						
		Women's Cl	othing Stores			
ril, 1936	126:4	114:6			200:0	
Fril, 1937	124.3	110.9	132.6	124.6	129.8	124.0
ril, 1938	137.8	145.2	147.4	120.5 133.5	121.2	106.4
ril, 1939	125.5	123.2	123.3	125.4	137.2	132.2
ril, 1940	129.5	141.8	129.1	131.9	114.7	132.1 136.0
39	1			م بيدريد	44479	730.0
November	118.2	144.9	107.2	122.1	123.9	108.3
December	168.5	212.5	149.5	177.6	168.2	156.8
140						
January	74.5	95.8	63.6	78.3	73.2	78.4
February	68.3(f)	76.1	65.6	67.9	69.5	73.1
April	102.1	117.1	86.8	99.7	113.4	135.3
Change,	129.5	141.8	129.1	131.9	114.7	136.0
pril, 1940						•
[april. 1939	+ 3.1	+15.1	+ 4.7	+ 5.2	- 9.3	+ 3.0
Change,				-		
Jan April, 1940	+12.0	+27.1	+ 8.9	177 7	100	13 5 70
JanApril, 1939	175.0	TZIOL	T 0.7	+13.3	+ 7.5	+15:0
2004			Meat Stores			
ril, 1936	96.1	(a)	99.7	95.9	90.4	92.7
ril, 1937	110.4	(a)	110.7	109.1	111.2	115.1
ril, 1939	116.7	(a)	120.8	119.9	108.1	114.4
ril, 1940	123.0	(a) (a)	125.7	119.5	97.3	98.9
39	22.00	(a)	127.0	123.5	111.5	123.6
November	111:9	(a)	109:3	113.8	113.9	107.8
December	136.1	(a)	135.6	139.7	129.3	129.4
10						
January	110.2	(a)	112.5	113.5	97.8	104.0
February	114.1(f)	(a)	116.9	115.9	104.3	110.3
Warch	131.8	(a)	139.1	131.7	119.0	125.3
April	123.0	(a)	127.0	123.5	111.5	123.6
Change,						
ipril, 1940	+ 5.3	(a)	+1.0	+ 3.3	+14.6	+25.0
Change,			•		4	
JanApril, 1940	12010					
JanApril, 1939	+10.8	(a)	+6.0	+8.7	+.23.9	+27:6
1, -/3/						-

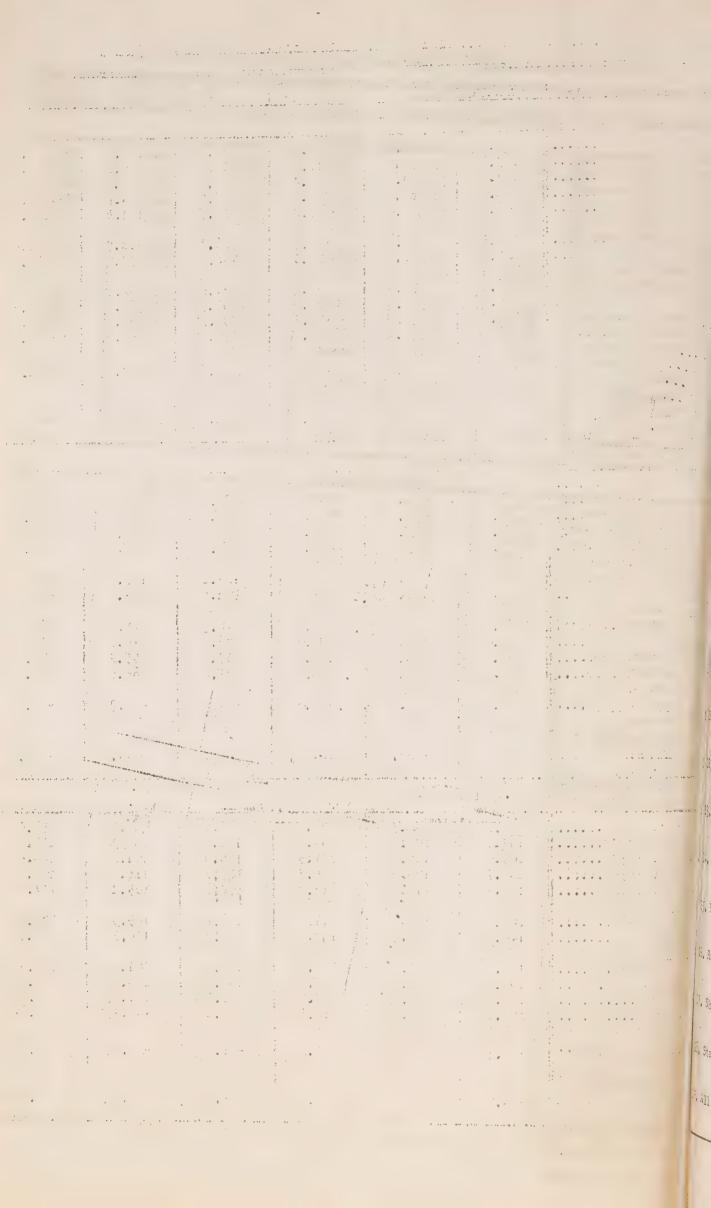
Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (c) Includes men's furnishings. (f) Final figures.

and the second second The state of the s . The state of the s 1 1 11 -. 4 4 4 . . . - The same of the same **** 4 4 4 4 A 4 **** A MARIE DE LA COMPANION DE LA

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

					2750 100)	
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British
				Unitario	Trovinces	Columbia
17 700/ 11111	1		ment Stores			
pril, 1936	31	91.8	99.0	96.2	94.4	96.7
pril, 1937	11 2	99:7	110.6	104.1	99.2	101.5
ipril, 1938		101.9	121.4	106.2	98.2	104.6
ipril, 1939	98.7	89:9	108.7	98.8	94.6	101.5
pril, 1940	108.4	103.4	121.2	110.5	101.9	104.5
939					1011	104.)
November	125.9	131.9	128.5	126.1	128.7	112.6
December	192.1	207.6	208.9	198.2	177.9	177.0
1940	1				-1117	211:0
January	85.6	86.6	98.0	84.6	82.8	80.5
February	86.3(f)	85.1	92.2	86.9	83.0	85.9
March	97.0	91.1	107.3	95.2	93.0	103.5
April	108.4	103.4	121.2	110.5	101.9	104.5
Change,						2010)
April, 1940	+ 9.9	+15.0	+11.5	+11.8	+ 7.7	J. 3 0
April, 1939		12700	1 7	177.0	T 101	+ 3.0
Change,			·			4
JanApril, 1940	+14.1	+25.7	+14.2	172 0	174 /	. 0 5
JanApril, 1939	· · · · · · · · · · · · · · · · · · ·	12701	T14.2	+13.8	+14.6	+ 8.3
			y Stores			
pril, 1936	89.4	82.4	92.3	90.2	86.7	88.6
pril, 1937	89:0	83:1	94.3	88.3	89.4	89:3
pril, 1938	101.1	96.6	107.8	100.0	98.9	104.0
pril, 1939	96.4	92.1	104.1	93:0	92.6	102.8
pril, 1940	95.5	96.2	104.3	91.8	86.8	101.7
939	•	•		•		
November	113.4	118:9	116.4	109.2	117:9	115.2
December	228.8	251.5	220.1	223.8	223.2	267.3
.940	•					
January	74.5	73.9	79:8	72.3	68.2	81.2
February	80:1	77.5	85.1	76.8	76.9	91.4
March	104.4(f)	103.9	106.9	95:1	95.1	109.3
April	95.5	96.2	104.3	91.8	86.8	101.7
Change,						20201
April, 1940	- 0.9	+ 4.5	+0.2	- 1.3	- 6.3	- 1.1
April, 1939						
, Change,	•	•	,			•
JanApril, 1940	+ 15.7	+ 23.4	+ 14.6	+ 12.8	+ 14.1	+ 11.7
JanApril, 1939						t also also go g
		_				
202/			Stores			
pril, 1936	96.2	94.7	97-9	96.1	96.0	94.7
pril, 1937	102.1	103.5	104.9	101.5	100.2	102.6
pril, 1938	105.0	106.5	107.5	105.0	101.2	106.6
pril, 1939	106.7	104.9	106.7	103.2	118.7	101.7
pril, 1940	107.1	110.9	112.3	105.1	105.1	107.5
939						•
November	108:9	110.8	111.8	108.2	109.5	103.5
December	146.8	166.3	133.1	145.2	156.2	151.1
940	2011					
January	106.0	109.4	111.3	105.3	101.6	105.0
February	104.0(f)	108.9	111.2	102.2	100.5	100.9
March	113.5	121.7	120.7	112.5	109.3	105.2
April	107.1	110.9	112.3	105.1	105.1	107.5
Change,						
April, 1940	+0.3	+ 5.7	+ 5.2	+1.8	-11.5	+ 5.7
April, 1939						, , , , ,
Change,	•	•				
JanApril, 1940	+ 4.0	+10.8	+ 3.2	+ 3.4	+ 3.0	+ 5.3
JanApril, 1939		120.0	,)•4	7.4	1 3.0	7 7.3
		<u> </u>				

f) Final figures.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS APRIL, 1939, AND APRIL, 1940

(Based on sales of 18 firms)

der sect di der release	TOCK OUT OIL SCATOO UT TO	TO THE OWNER OF THE PROPERTY O	Procedure To a company to the company to a company	% Change
reproduce		April 1939	1940	1940/39
	TOTAL SALES, ALL DEPARTMENTS	17,646,082	19.261,528	+ 9.2
1.	Women's dresses, coats and suits	2,146,802	2,344,653	+ 9.2
2.	Girls' and infants' wear	566,463	627,679	+ 10.8
3.	Hosiery and gloves	346,381	869,207	+ 2.7
4.	Lingerie and corsets	662,608	732,021	+ 10.5
5.	Nillinery	418,635	404,658	- 3.3
6.	Women's and children's apparel - (Total, 1-5)	4,640,889	4,978,218	+ 7.3
7.	Men's and boys' clothing and furnishings	1,948,949	2,050,447	+ 5.2
8.	Drugs and toilet articles and preparations	493 ,79 7	522 ,1 12	+ 5.7
9.	Piece goods	1,044,742	1,229,292	+ 17.7
Э.	Smallwares	547,804	596,588	+ 8.9
1.	Food and kindred products	1,794,974	1,823,265	+ 1.6
2.	Furniture (including mattresses, springs)	838,008	986,520	+ 17.7
3.	Home furnishings	1,247,445	1,482,161	+ 18.8
· + •	Household appliances and electrical supplies	465,899	585,775	+ 25.7
5.	Hardware and kitchen utensils	750,152	873,963	7 16.5
	Radios, musical instruments and supplies	201,293	244,698	+ 21.6
:1.	Shoes and other footwear	1,479,570	1,587,260	+ 7.3
3.	Stationery, books and magazines	209,383	212,768	+ 1.6
:).	All other departments, total	1,983,177	2,088,461	+ 5.3



LECAL FORMS

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No.5

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MAY 1940

Published by Authority of the Hon. James A. MacKinnon, M.P.,

Minister of Trade and Commerce.

OTTAWA

+ + +

1940

Price \$1 a year

Single copies 10 cents

Table of Contents

		Page
1.	Summary of Retail Sales in Canada, May, 1940	1
2.	Comparisons of Retail Sales in Canada for May, 1940, with Sales in Related Months, by Kind of Business	2
3.	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	4
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
5.	Department Store Sales in Canada, by Selected Departments, May, 1939, and May, 1940	8

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

RiHi Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, MAY, 1940

Retail trade in Canada during May, 1940, measured by the composite index for twelve lines of business, increased ll per cent over May, 1939, and was 9 per cent higher than in April, 1940. The unadjusted index for May of this year stood at 94.1, compared with 84.8 in May, 1939, and 86.4 in April, 1940.

The adjusted general index of retail sales, in the construction of which account is taken of the varying sales importance of different days of the week as well as of characteristic seasonal movements, advanced to 89.0 in May, the highest point reached in any corresponding month during the past ten years. The gain over May a year ago, when the adjusted index was 80.9, amounted to 10 per cent, while a gain of almost 2½ per cent was recorded over April of the current year.

Increased sales over May, 1939, were recorded for all groups, but sales of music and radio stores continued to show the greatest relative improvement with an increase of 23 per cent over the same month last year. Candy store sales followed with a gain of 18 per cent. Improvement in sales by furniture and hardware stores amounted to 15 and 8 per cent respectively. Boot and shoe store sales were 5 per cent higher than in May a year ago, while a gain of 4 per cent in restaurant receipts was recorded in the same comparison.

Department store sales were up 10 per cent over May last year. A 15 per cent increase in the Maritime Provinces was followed by gains of 11 per cent in Ontario, 10 per cent in British Columbia, 9 per cent in Quebec and 8 per cent in the Prairie Provinces. Sales of 20 departmental firms reporting sales by selected departments were also 10 per cent higher than sales in the corresponding month of 1939. Pronounced gains in sales of household lines again surpassed those in other commodities. Increased demand for radios resulted in swelling sales in music and radio departments 48 per cent above sales in May of last year. Household appliances recorded an increase of 16 per cent and furniture sales improved 14 per cent. Home furnishings were up 10 per cent and hardware, 7 per cent. Women's clothing sales averaged 11 per cent higher, with a slightly smaller increase of 10 per cent in sales of men's clothing. Sales of feetwear were up 6 per cent. Food sales showed improvement of 9 per cent and drug sales, 5 per cent.

Sales of variety stores averaged 12 per cent higher than in May last year. There was a gain of 22 per cent in the Maritime Provinces, while Ontario sales were up 13 per cent and Quebec sales, 12 per cent. Increases in the Prairie Provinces and British Columbia were 5 and 4 per cent respectively.

A gain of 5 per cent in sales of drug stores over May, 1939, resulted from the following increases in the various regions of the country: 16 per cent in the Maritime Provinces, 5 per cent in both Ontario and British Columbia, 4 per cent in the Prairie Provinces and 1 per cent in Quebec.

Sales for both men's and women's clothing stores averaged 13 per cent higher in May of this year than last. Results for Eastern and Central Canada were also similar for the two lines of business, sales in the Maritime Provinces gaining more than 30 per cent while sales in Ontario and Quebec were up from 10 to 12 per cent. Men's clothing store sales were up 12 per cent in the Prairio Provinces and 5 per cent in British Columbia while wemen's clothing stores did 19 per cent and 11 per cent more business in these regions.

1871. 1982. 1881.

Grocery and meat store sales in Canada gained 13 per cent in May, 1940, over the corresponding month last year. Pronounced gains continued in the Western regions, with sales up 23 per cent in British Columbia and 22 per cent in the Prairie Provinces. Ontario sales were 11 per cent higher, while the gain in Quebec amounted to

Sales of a representative number of jewelkery firms in Canada averaged 21 per cent higher in May, 1940, than in the corresponding month a year ago.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

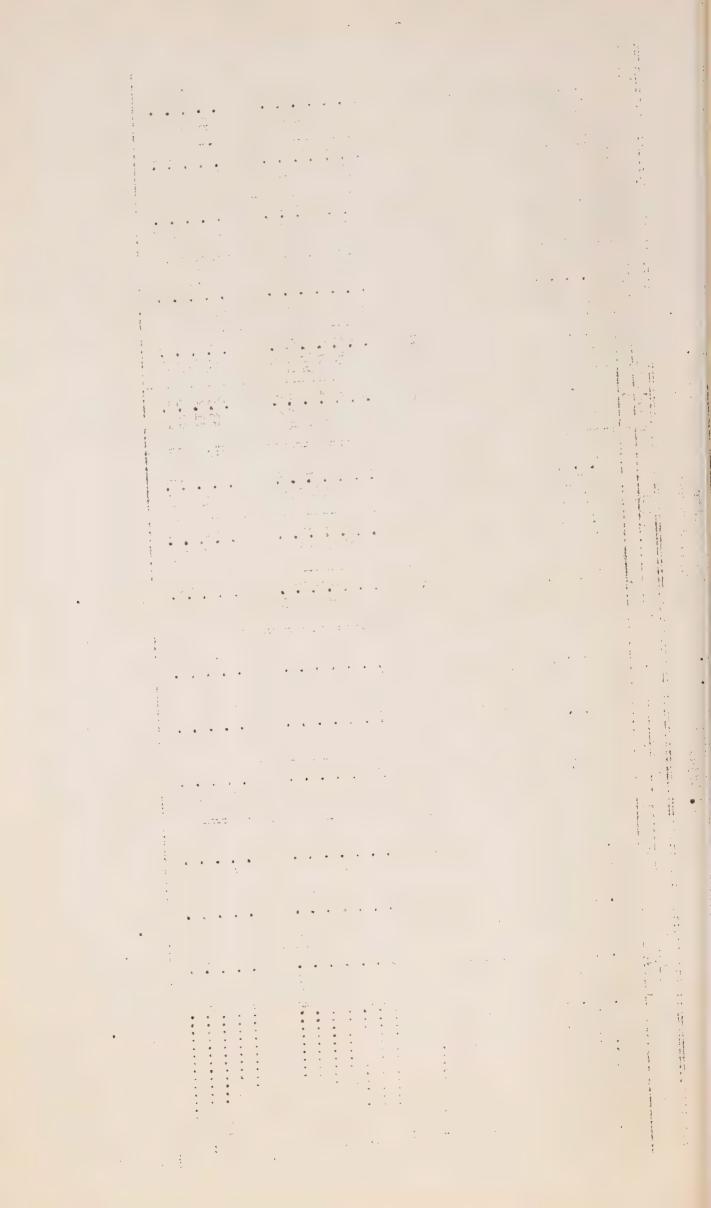
Kind of Business		May, 1940 + or - per cent compared with	The second secon	Cumulative Indexes
Aind of business	May 1930	May 1939	April 1940	JanMay, 1940 JanMay, 1939
General Index	- 14.3	+ 11.0	+ 8.9	+ 11.6
Boots and Shoes	- 25.6	+ 4.7	+ 15.0	+ 8.6
Candy	- 39.9	+ 18.1	+ 38.7	+ 14.1
Mon's Clothing	- 32.4	+ 13.1	+ 5.6	+ 13.6
Women's Clothing	- 28.6	+ 12.8	- 9.2	+ 12,1
Dopartmental	- 18.8	+ 9.9	+ 6.0	+ 12,8
Drugs	- 8.3	+ 5.1	+ 3.7	+ 4.4
Furniture	- 16.4	+ 14.9	+ 22.6	+ 16.3
Grocories and Meats	- 5:3	+ 13.1	+ 6.5	+ 11.3
Hardware	- 3•9	+ 7.6	+ 33.2	+ 12.1
Music and Radio	+ 17.3	+ 23.1	+ 28,4	+ 23.2
Rostaurant	- 37.5	+ 3.8	+ 5.0	+ 7:1
Variety	- 2.9	+ 11.8	+ 18.7	+ 14.8
The second of th			धन्यानार्वकारंकास्त्रकार्वकार्वकार्वकार्वकार्वकार्वकार्वकार	ar dammandadarrak makman timberakanya kalendarakanya kalendarak

and the second of the second o and the second s

. A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations. INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

	1	1																												
0+b; wc(d)	-15	-1 -	10 x 00	1 5	-	90	U P		~ ~	\ l	. 22 63	30	7 ~	-	-	1.	J (Na	o c		ວົາ	1.5.7	e ch		t	•	6	78.6(f	•	6
ני.	מל מ	7	115.5	16	ıα) (7 (1) [- [- 5		ન ો	20	\sim		0	Ž.	, r	<u> </u>	•	· .	0.40	•		(ง้ำ เ	• •	71.6	ή.	χ.
ii Momen	A	41	117.5	_	` \ `			•	0	0	0	•	0	ð	dros ore	<	+ -	~ 0	, C	• •	'n.	7000	•	***		70	0	73.1	V C	2
(c)(q)		1 0	106.2		` 😅	_		1	1 ~	- ~1	- ^	1 0	A .									2000		-	b	- 6	J	00.4(I)	• c	*
Clothing	æ	, ~	124.3	92	15	\ 	5	h ~ C		1	_ ~	-) (\			0,08	2 7	7 7	37.0	V 000	+ 000 F	K.001	T20°7		0	JL	7	ο τ α	ㅓ <	}
Men's C	4		125,4	()/()	\sim	()	-	- \ C	3	1		1 10	·			_) ^	1 50	. ~	4) (•	DOTOT C LVL	4			• •		4.70		
	U		101.5	86.5	70.3	9°09	60.5	61,0	28.5	61.5	57.2	0 75	64.1		· TET STANS	9		6	, l	• . \) r	- 4	4	engunga kud	00	• 0	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	ע כ	, d	•
Candy(h	В		99.4	<u> </u>	α	0	()>	(2)		- (\ O	\sim	3 - 1		,	- 1		•	•			7 7 1			٠	Ö	0	C. LV	•	1
277.54	A A	\sim	106.1	-	_	0		()		-	2 0	ar-hi	~			$-\infty$	1	1 ~	· 0	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1~	ייייור	`	-			•	46.0	, ~	•
Shoes	೮	. 29	104.8	_		Š	∞	Š	0		. 4	· 0	~~			4	9	6		6		6.64	b L		9	· · ·	7	76.4)
s and	В	0	120.5	Ö	4		· 0	·	c:	-ф . О	ന	.0	•	- et et just de			\sim	\sim		٠.	- [-	116.6)	*	9	0	00	78.7	0	
9 Boot	A	49	120.9	03	_	-	· 3	· °	0	0	Ô	10	30	N. Miljama		7	0	3	.6	4.		119.9			9	∞	0	78.2	6	
Index(d)	ರ	60	103.0	[1	7	<u></u>	\sim	6	7	- 0 	∞	ć	0		•		3	pud.	<u></u>	0	~				9	4	~	86.9	6	Barrey I age.
	B	. 4	108.1	。. ⊢ c	တ် က	، و بإسا	° 9	°.	ω,	9	. °.	→	~				\sim	, —	6	4.	. ω	6			0	<u>۳</u>	2.	6.98	~	i i
Genera	A	20	109.8	'nί	9 1	ű,	9	ζ,	o ·	<u>~</u>	 O	4	et-		•	36.6	· •	3	-	. V	· •	2			9.07		3.	86.4	4	-
Year and Month		1929	May, 1930	1731	1 173	1933 00000000	1934	1435 00000000	1936	1937 occoso	, 1938	, 1939 00000000	34		1939	June	•	#ugust.	er	ctober	ovember	December		1940	January	February	March	April	May	

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Gandy indexes are based largely upon returns from retail candy chains.



INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

		Departmenta	1		Drugs(d)			Furni ture			Page.	h100+0
lear and Month	A	В	O	A	B	to	V		Ü	A	R	2000
				Constitution of the consti	CONT. No. of Local Street of Charles of Languages, years	Carlo David Carlo				,		The state of the s
	107.3	7.0	8. 201	N. NO.	1.601	6.901	V. OCL	ר מכר		0 666	,	1.
1000	α	2000	0.01	0 101	JE	7000	10/07	7007	T° (TT	00777	X0777	102°2
1730 00000000000000000000000000000000000	0000	\cap 1	TOTOT	OOTOT	0	TOT of	131°0	13004	113.0	10%°L	108°5	102,4
1431 coocoo	89.3	6060	88.1	91.3	0	92.7	0°66	99.2	82.7	9.96	91°6	86.4
1932	73.7	75:7	74,2	3.62	0	83.8	72.9	74°7	61.8	79.8	83	78.4
1933	70.07	69,4	0.89	77.0	0	73.0	9°29	6.99	53,1	75.7	77.0	4.07
1934. 0000000	73.6	72.9	71.5	0.97	4	77.6	88,1	87.3	2009	200	77 4	73.0
1935	70.5	9:69	68.5	77.8	9	79.3	5.00	000	000	77.5	- L - L	200
936	74.7	75.2	73.8	9,18	0	. 00	1.46	0.46	24.8	20,00	7072) C
1937 00000000	79:9	80.8	79.2	87.7	9	89,9	111.2	111,3	88.4	000	0 90	- 00 0 00 0 00 0 00 0 00 0 00 0 00 0 00
1938 00000000	73.0	74.9	73.5	83.9	84.5	88.0	1.96	99,3	78.8	85.4	89.2	000 000 000 000 000
ائت. ا	77:4	76.7	75.2	8000	2	91.4	100,1	99,2	78.8	91,9	93.6	6.06
1940	857	84,0	82,4	93.3	. ~	95,9	115.0	114.0	90.5	103.9	104.1	101
)		,		3			1	: o H
1939			٠	g and another state of the stat	٠		d and a statement			Section const	,	
June	75.5	. 0	. 9	85.6	. 10	0	80°3	19.61	80.4	102,6	101,6	101,6
July	57;2	+ 0	. 0		. 6	∞	63.0	64.7	82.9	83.3	86,9	88,7
August	61,3				84.5	9	82.3	78.8	78.8	87.1	85.3	92.7
September	89.4	90.1	9.98	90:3	89,2	87.5	92.2	92.4	77.0	98.1	93.2	93.2
October	100.8				93.4		104,4	107.2	95.7	86.9	90 .2	90.2
November	94.4				92.1	2	988.6	87.8	87.0	88.7	88.9	89.8
December	144.1				119.3	9	111.5	111.8	100.7	107.9	102.5	92.4
0.00				٠			1					
January	64.2	63.6	86.0	88.4	89.0	95.7	0	58.5	88.7	87.4	88.3	92.0
February	64:7	66.2	82.8	86.7	94.2	96.1	72.0	74.0	89.1	90.5	93.3	95.2
March	72.8	73.6	76.6(f)	94.7	92.6	95.5(f)	4	74.5	85.6	104.5	101.2	101.2(4)
April	80.3	9:61	84.7		6.06	92.8	\sim	92.9	79.4(f)	9.16	4.66	96.5
May	85.1	84.0	82.4	93.3	92.1	95.9	150	114.0	90.5	103.9	104.1	101.1
												1

(d) Revised to census trend.
(f) Final figures.

* * * * . .

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business days and Seasonal Variations. INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

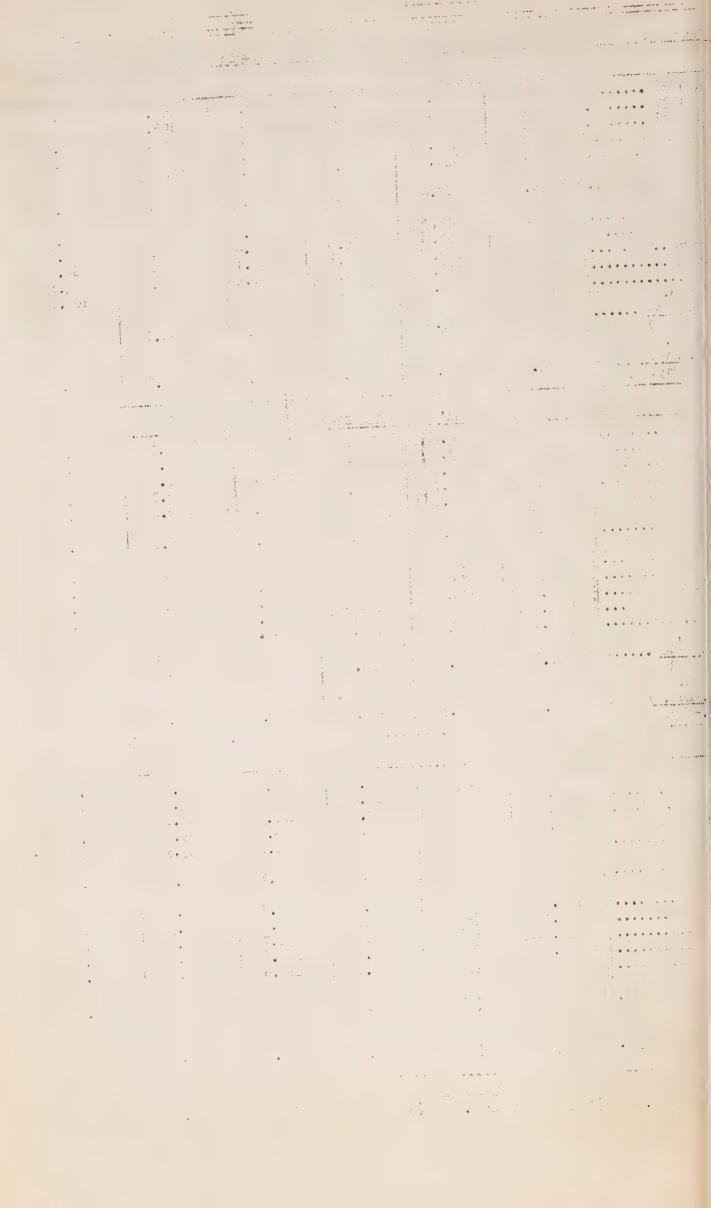
<u>د</u>
1
· 6 ·
0.0
0 . 0
5 . 0
. 0
. 8
6.7
5.2
89.4
0,
6°0
0.8
3.2
0.901
98.7
1.0(f)
84.9
5.5

(d) Revised to consus trend. (f) Final figures.

A printly improved to the property of the printle o \$1 to * • • • • • • . 3 4 5 10 10 10 10 * * * * * *

		AND OF IND	INID DALLIB	TAVERAGE FOR	1936 = 100)	
Year and Month	CANADA	Maritime Provinces	Quebec		Prairie	British
				Ontario	Provinces	Columbia
May, 1936 May, 1937 May, 1938 May, 1939 May, 1940	104.2 112.8 91.1 95.1	-99.5 115.0 99.3 101.3	112.8 129.6 102.8 106.7	102.7 109:1 85:3 89:1	101.1 106.3 87.3 89.8	101.5 107.7 94.5 95.8
1939 December	107.5	134.7	119.6	99.7	100.5	100.1
1940 January	78.9	213.4	150°5 74°1	188.9	173.4	187.5
February March April May % Change,	67.8 90.5(f) 101.8 107.5	83.2 110.8 118.3 134.7	65.2 87.6 103.7 119.6	81.7 68.4 91.1 101.3 99.7	70.9 61.5 85.2 96.2 100.5	79.4 67.8 86.5 93.1 100.1
May, 1940 May, 1939 % Change,	+13.1	+33.0	+12.1	+11.9	+11.9	+ 4.5
JanMay, 1940 JanMay, 1939	+13.6	+36.2	+13.1	+12.6	+ 7.7	+ 8.4
		Women's Clo	thing Store	8		
May, 1936 May, 1937 May, 1938 May, 1939	112.6 111.7 97.2 104.5 117.8	110:4 123:9 121:4 130:7 175:2	116.8 121.9 101.9 111.4 123.0	108.1 106.4 89.1 97.1 107.0	120.5 107.9 97.2 100.7 120.1	113.1 113.7 108.7 117.1 129.8
1939 December 1940	168.5	212.5	149.5	177.6	168.2	156.8
January February March April May Change,	74.5 68.3 102.6(f) 129.7 117.8	95.8 76.1 120.2 141.9 175.2	63.6 65.6 87.0 128.9 123.0	78.3 67.9 100.2 132.4 107.0	73.2 69.5 113.5 115.1 120.1	78.4 73.1 135.3 136.0 129.8
May, 1940 May, 1939 Change, JanMay, 1940	+12.8	+34.0	+10.4	+10.2 +12.8	+19.3 + 8.6	+10.8
JanMay, 1939			. , , ,	, 12.00	1 0.0	T14.0
202/			d Meat Store			
lay, 1936 lay, 1937 lay, 1938 lay, 1939 lay, 1940	103.0 113.1 107.7 115.9 131.0	(a) (a) (a) (a) (a)	105.8 113.4 109.7 119.4 131.0	102.5 111.7 107.9 116.7 129.6	101.3 113.6 102.6 109.5 133.9	97.4 119.4 107.7 108.8 133.3
December	136.1	(a)	135.6	139.7	129.3	129.4
January February March April May Change,	110.2 114.1 131.8(f) 123.1 131.0	(a) (a) (a) (a) (a)	112.5 116.9 139.1 127.0 131.0	113.5 115.9 131.7 123.6 129.6	97.8 104.3 119.0 112.4 133.9	104.0 110.3 125.8 123.1 133.3
May, 1940 May, 1939 Change,	+13.1	(a)	+ 9.7	+11.1	+22.3	+22.5
JanMay, 1940 JanMay, 1939	+11.3	(a)	+ 6.7	+ 9.2	+23.7	+26.4

e) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations. (f) Final figures. (c) Includes men's furnishings.



UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

lay, 1937 109.7 111.3 124.0 108.3 103.7 100.6 lay, 1938 96.3 95.4 110.8 91.5 92.1 99.2 lay, 1939 101.8 97.6 118.7 93.6 98.6 105.0 lay, 1940 113.7 119.1 132.6 105.7 104.1 109.6 December 228.8 251.5 220.1 223.8 233.8 233.8 267.2	THE	-			(stampschm l. C	A 1930 - 100	<u>}</u>
Department Stores		4.	Maritime			Description	
Department Stores Department Stores De	Year and Month	CANADA	Provinces	Quebec	Ontario		
Hay, 1936 99.5 102.1 106.3 100.3 95.6 98.1 104.7 1338 97.1 103.2 110.8 96.5 86.3 95.4 103.2 110.0 119.3 103.0 95.6 98.8 103.2 110.0 119.5 114.2 103.1 108.2 109.8 114.2 103.1 108.2 109.8 114.2 103.1 108.2 109.8 114.2 103.1 108.2 109.8 114.2 103.1 108.2 109.8 114.2 103.1 108.2 109.8 114.2 103.1 108.2 109.8 114.2 103.1 108.2 109.8 114.2 103.1 108.2 109.8 10						· II OVINCES	1 Columbia
May, 1337 106.3 118.7 104.3 95.5 98.1 May, 1638 97.1 103.2 110.8 96.5 89.3 95.6 May, 1639 103.2 110.8 19.3 103.0 95.6 89.3 95.4 1832 103.2 110.8 19.3 103.0 95.6 89.3 95.6 98.3 95.4 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 108.2 109.1 103.1 108.2 108.2 117.9 177.9	27 202/			tment Stores			
18. 15.8 10.5 118.7 104.7 99.5 103.5 103.2 110.8 96.5 89.3 103.2 103.2 110.8 96.5 89.3 95.4 103.2 110.8 119.3 103.0 95.6 98.3 95.4 103.2 103.0 103.2 103.0 95.6 98.3 95.4 103.2 103.0 95.6 98.0 103.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 103.1 108.2 107.1 103.8 119.7 109.0 99.6 105.6 103.6 103.4 126.6 129.8 114.2 103.1 108.2 103.1 109.4		11		104.3	100.3	95.6	98 1
103.2				118.7			
Target 1960 113,4 126,5 129,8 114,2 103,1 108,2 108,2 177,9 177,0 177,0 177,0 177,0 186,5 186,6 186,6 198,2 177,9 177,0 177,0 177,0 186,2 186,5 186,6 186,				110.8			
1935							
192.1 207.6 208.7 198.2 177.9 177.0	1000	113.4	126.6	129.8			
1940 1941 1942 177.9 177.9 177.9 177.9 177.0 185.6 86.3 86.5 98.0 84.6 82.8 80.5 182.6 197.1 107.3 95.3 93.0 103.5 182.1 197.1 103.8 119.7 109.0 99.6 103.6 119.7 109.0 199.6 105.6 129.8 114.2 103.1 108.2 126.6 129.8 114.2 103.1 108.2 126.7 127.9 126.6 129.8 114.2 103.1 108.2 126.7 127.9 126.7 126.8 129.8 129.7 120.1 120.3 120.2 120.3 120.2 120.3 120.3 120.5 120.3 120.3 120.5 120.3 120.3 120.5 120.3 120.5 120.3 120.5 120.3 120.5 120.3 120.5 120.3 120.5 120.3 120.5 120.5 120.3 120.5	Dogowhom	1					100.2
Seruary S5.6 S6.6 98.0 S4.6 S2.8 S0.5		192.1	207.6	208.9	198.2	177.9	177.0
Reference 86.3		04.1	24:4			-//-	-11:0
March 97.0(r) 97.1 197.2 86.9 83.0 85.9 April 103.1 103.8 119.7 109.0 99.6 103.5 April 13.4 126.6 129.8 114.2 103.1 105.2 Lay 1739 +9.9 +15.1 +8.8 +10.9 +7.8 +9.5 Change, 13.4 126.6 129.8 114.2 103.1 105.2 Lay 1739 +9.9 +15.1 +8.8 +10.9 +7.8 +9.5 Change, 12.8 +22.9 +12.6 +12.7 +12.5 +8.8 Waristy Stores 23.7 109.7 113.3 124.0 108.3 103.7 100.6 Ay 1937 109.7 113.3 124.0 108.3 103.7 100.6 Ay 1938 96.3 97.4 110.8 91.5 92.1 99.2 Ay 1939 101.8 97.6 113.7 93.6 98.0 105.0 Ay 1939 101.8 97.6 113.7 132.6 105.7 104.1 109.6 December 220.8 251.5 220.1 223.0 223.2 267.3 Sanuary 80.1 17.5 85.1 76.5 76.9 91.4 March 104.4 103.9 106.9 95.1 95.1 109.3 April 97.5 113.7 119.1 132.6 105.7 104.1 109.6 May 1930 113.7 119.1 132.6 105.7 104.1 109.6 May 1937 106.5 101.2 101.1 104.8 101.0 May 1937 106.5 101.2 101.1 104.8 100.0 May 1937 106.5 101.2 101.1 104.8 110.0 May 1930 106.5 101.2 101.1 104.8 110.0 May 1930 106.5 106.5 106.5 106.5 106.5 May 1930 106.5 106.5 106.5 106.5 May	Rehman, coooses				84.6	82.8	80.5
April 107.1 103.8 119.7 109.0 99.6 105.6 Change,	Marcia			1			
107.11	Anari 7				95:3		
113,4 125,6 127,8 114,2 103,1 108,2 123, 1540	110 m				109.0		
1910	(Mance	113.4	126.6	129.8	114.2		
Chango		·					
Change C		+ 9.9	+15.1	_ A A	130.0		
Variety Stores Vari			1 - 2 - 2	7 0.0	+10.9	+ 7.8	+ 9.5
Variety Stores Vari		•					
Variety Stores ay, 1936		+12.8	+22.9	+12.6	170 T	170 €	. 0 0
iay, 1936 101.4 93.9 110.1 102.3 94.9 89.2 iay, 1937 109.7 111.3 124.0 108.3 103.7 100.6 ay, 1938 96.3 95.4 110.8 91.5 92.1 99.2 ay, 1939 101.8 97.6 113.7 93.6 96.0 105.0 3ay, 1940 113.7 119.1 132.6 105.7 104.1 109.6 329 Decomber 228.8 251.5 220.1 223.0 223.2 267.3 320 January 74.5 73.9 79.8 72.3 60.2 31.2 February 60.1 77.5 85.1 76.9 91.4 Harch 104.4 103.9 106.9 95.1 95.1 109.3 April 1 95.9(f) 97.3 104.8 92.1 86.9 101.7 May 1540 +11.8 +22.0 +11.7 +12.9 +5.4 +4.4 Liy, 1939 +11.8 +22.0 +11.7 +12.9 +5.4 +4.4	Jan. May, 1939		1	112.0	T14 • /	+12.5	+ 8.8
iay, 1936 101.4 93.9 110.1 102.3 94.9 89.2 iay, 1937 109.7 111.3 124.0 108.3 103.7 100.6 ay, 1938 96.3 95.4 110.8 91.5 92.1 99.2 ay, 1939 101.8 97.6 113.7 93.6 96.0 105.0 3ay, 1940 113.7 119.1 132.6 105.7 104.1 109.6 329 Decomber 228.8 251.5 220.1 223.0 223.2 267.3 320 January 74.5 73.9 79.8 72.3 60.2 31.2 February 60.1 77.5 85.1 76.9 91.4 Harch 104.4 103.9 106.9 95.1 95.1 109.3 April 1 95.9(f) 97.3 104.8 92.1 86.9 101.7 May 1540 +11.8 +22.0 +11.7 +12.9 +5.4 +4.4 Liy, 1939 +11.8 +22.0 +11.7 +12.9 +5.4 +4.4							
1937 109.7 111.3 124.0 108.3 103.7 100.6 247, 1938 101.8 97.6 110.8 91.5 92.1 99.2 105.0 101.8 97.6 110.7 93.6 96.0 105.0	COMMENT OF THE PARTY THE THE PARTY OF THE SECURITY STATES OF THE PARTY		Varie Varie	ty Stores			
1937	iay, 1936	101.4	93:9	110.1	102.2	04.0	00.0
1938 96.3 95.4 110.8 91.5 92.1 99.2 101.8 97.6 116.7 93.6 98.8 105.0 105.0 104.1 109.6 105.7 104.1 109.6 105.0 104.1 109.6 105.0 104.1 109.6 105.0 104.1 109.6 105.0 104.1 109.6 105.0 104.1 109.6 105.0 104.1 109.6 105.0 104.1 109.6 105.0 104.1 109.6 105.0 104.1 109.6 105.0 104.1 105.0 104.1 105.6 105.0 104.1 105.6 105.7 104.1 109.6 105.0 106.5 106.5 106.5 106.5 106.1 107.5 107.5 109.6 105.1 109.6 105.2 105.2 105.2 105.3 106.5	lay, 1937					, , ,	
101.8 97.6 110.7 93.6 98.5 105.0 103.7 119.1 132.6 105.7 104.1 109.6 103.8 228.8 251.5 220.1 223.8 223.2 267.3 103.8 223.2 267.3 103.1 17.5 85.1 76.8 76.9 104.1 107.5 85.1 76.8 76.9 104.1 107.5 85.1 76.8 76.9 104.1 107.5 85.1 76.8 76.9 104.1 104.4 103.9 106.9 95.1 95.1 109.3 109.3 109.3 109.3 109.6 109.4 110.7 12.9 12.9 109.6 109.6 100.2 101.8 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 109.6 100.6 109.6 100.6 109.6 100.6 109.6 100.6 109.7 100.6 100.8 100.8 100.9 110.9 110.6 100.5 100.7 100.6 100.6 100.7 100.6 100.7 100.6 100.7 100.6 100.8 100.6 100.7 100.6 100.8 100.6 100.7 100.7 100.8 100.8 100.9 100.0 100.	2000 1 1111						
113.7 119.1 132.6 105.7 104.1 109.6 December							
December		· ·	1				
Decomber		5•1	77/17	134.0	105.7	104.1	109.6
January	December	228-8	251 5	220 1	000.0	002.0	-1
So.1	940		-)-•J	220.1	223.0	223.2	267.3
So.1	January	74.5	72 0	70.0	, mo = 2	(0.5	2
March	February						
April	March						
May 1940 113.7 119.1 132.6 105.7 104.1 109.6 May 1940 11.8 +22.0 +11.7 +12.9 +5.4 +4.4 May 1940 1939 +14.8 +23.3 +13.9 +12.9 +11.9 +10.0 Drug Stores Ay, 1936 105.2 105.7 103.8 106.3 104.6 103.2 Ay, 1937 100.6 101.2 100.2 101.8 97.6 101.1 Ay, 1939 106.5 101.2 110.1 104.8 110.0 105.1 Ay, 1939 111.9 116.9 111.6 110.5 114.7 Ap April 104.0 108.9 111.2 102.2 100.9 March 104.0 103.9 111.8 112.6 105.9 106.4 108.6 May 1940 107.9 111.8 112.6 105.9 106.4 108.6 May 1940 107.9 111.8 112.6 105.9 106.4 108.6 May 1940 111.9 116.9 111.6 110.5 114.7 110.2 Change, May 1940 +5.1 +15.5 +1.4 +5.4 +4.3 +4.9 January 1940 Janua	April						
Change, May, 1940 Ly, 1939 Change, JanMay, 1940 JanMay, 1939	May accessor						
	Change.		11/01	734.0	105.7	104.1	109.6
Change, JanMay, 1940		ורו.	100 0				
Change, Jan. May, 1940 Jan. May, 1939 +14.8 +23.3 +13.9 +12.9 +11.9 +10.0 Drug Stores Ay, 1936 Ay, 1937 Ay, 1937 Ay, 1938 Ay, 1938 Ay, 1938 Ay, 1939 Change, May, 1939 Change, Jan. May, 1940 Ay, 1939 Change, Jan. May, 1940	Ne.7. 1939	411.0	+22.0	+11.7	+12.9	+ 5.4	+ 4.4
Drug Stores Prug Stores Prug Prug Prug Prug Prug Prug Prug Prug							
Drug Stores Prug Stores Ay, 1936	Jan May. 1940	174 0	.02.2				•
Drug Stores Ay, 1936	Jan May. 1939	→ T+•0	+23.3	+13.9	+12.9	+11.9	+10.0
97.9 98.3 96.7 98.9 98.3 105.2 105.7 103.8 106.3 104.6 103.2 100.6 101.2 100.2 101.8 97.6 101.1 106.5 101.2 110.1 104.8 110.0 105.1 111.9 116.9 111.6 110.5 114.7 110.2 110.1 104.0 108.9 111.2 102.2 100.5 100.9 113.5(f) 121.0 120.2 112.4 109.6 106.5 107.9 111.8 112.6 105.9 106.4 108.6 111.9 116.9 111.6 110.5 114.7 110.2 110.2 110.5 114.7 110.2 110.9 111.8 112.6 105.9 106.4 108.6 111.9 116.9 111.6 110.5 114.7 110.2 110.5 114.7 110.2 110.5 114.7 110.2 110.5 114.7 110.2 110.5 114.7 110.2 114.7 114	THE TOP SEE COM, INCOMERCE VIDE. THE REPORT PROPERTY OF THE PR						
97.9 98.3 96.7 98.9 98.3 105.2 105.7 103.8 106.3 104.6 103.2 100.6 101.2 100.2 101.8 97.6 101.1 106.5 101.2 110.1 104.8 110.0 105.1 111.9 116.9 111.6 110.5 114.7 110.2 110.1 104.0 108.9 111.2 102.2 100.5 100.9 113.5(f) 121.0 120.2 112.4 109.6 106.5 107.9 111.8 112.6 105.9 106.4 108.6 111.9 116.9 111.6 110.5 114.7 110.2 110.2 110.5 114.7 110.2 110.9 111.8 112.6 105.9 106.4 108.6 111.9 116.9 111.6 110.5 114.7 110.2 110.5 114.7 110.2 110.5 114.7 110.2 110.5 114.7 110.2 110.5 114.7 110.2 114.7 114			Drug	Stores			
105.2 105.7 103.8 106.3 104.6 103.2 100.6 101.2 100.2 101.8 97.6 101.1 106.5 101.2 110.1 104.8 110.0 105.1 110.2 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.2 110.5 110.5 110.2 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.5 110.2 110.5 1	av. 1936	97 9			00 0	20.2	
100.6 101.2 100.2 101.8 97.6 101.1 10.5 1 10.0 105.1 110.5 111.9 116.9 111.6 110.5 110.5 110.2 100.2 100.5 110.2 110.5 110.5 110.2 110.5 110.5 110.5 110.2 110.5 110.5 110.5 110.2 110.5 1							
106.5 101.2 110.1 104.8 110.0 105.1 110.2 111.6 110.5 114.7 110.2 111.6 110.5 114.7 110.2 110.2 110.5 114.7 110.2 110.5 114.7 110.2 110.5 114.7 110.2 110.5 114.7 110.2 110.5 111.6 110.5 114.7 110.2 110.2 110.5 111.8 110.2 110.5 110.5 110.5 110.5 110.5 110.5 110.5 110.5 110.2 110.5 110.5 110.5 110.5 110.5 110.2 110.5 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.5 110.2 110.5 110.5 110.5 110.2 110.5 110.5 110.2 110.5 110.5 110.5 110.5 110.5 110.2 110.5 110.5 110.5 110.5 110.2 110.5	0						
111.9 116.9 111.6 110.5 114.7 110.2 December 146.8 166.3 133.1 145.2 156.2 151.1 40 January 106.0 109.4 111.3 105.3 101.6 105.0 100.9 113.5(f) 121.0 120.2 112.4 109.6 106.5 107.9 111.8 112.6 105.9 106.4 108.6 111.9 116.9 111.6 110.5 114.7 110.2 Change, May 1940 + 5.1 +15.5 + 1.4 + 5.4 + 4.3 + 4.9 Change, JanMay, 1940 1940 1940 111.7				The state of the s			
December				· · · · · · · · · · · · · · · · · · ·			
January	38 7740 00000000	111.7	110.9	111.6	110.5	114.7	110.2
January	December	746 0	2//:2				•
January	140	140.0	700.3	133.1	145.2	156.2	151.1
March	Townson	30/10	2001				
March	Fobraco						
April	Moral Mary			The state of the s			
May	March onosees						
Change, May, 1940	Maria ocosooooo			1			108.6
Change, May, 1940	May occood	111.9	116.9	111.6	110.5	114.7	110.2
May, 1939 Change, JanMay, 1940	Unange,						
Change, Jan May, 1940	W9.V 1040 000000	+ 5.1	+15.5	+ 7:4	+54	+ 1 2	+ 4 0
Jan May. 1940	May, 1939	, , ,			7 704	1 4.3	T 4.7
Jan May, 1940 + 4.4 +11.7 + 2.8 + 4.0 + 3.6 + 5.6	Change,						
JanMay, 1939 75.6	JanMay, 1940.	# A A	47777	+ 2 8	+ 4 0	476	. 1 " (
	JanMay, 1939	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	14401	, 2.0	1 4.0	7 3.0	7 7.0
		-					

⁾ Final figures.

and the second of the second o

		g well to	 a a clairing of supers			•		
* * * * * * * * * * * * * * * * * * * *			,		•			
		•			e	• · · · · · · · · · · · · · · · · · · ·	,	
						* *		
			•				*	
					*	•		
	,	•				*	· ·	
		•	·	:				
						•		
			. •		•	,		
	•							
					F	•		
•			*					
* .					**			
			٤		S			
		, a		:				
			•	·				
					4			

		•		The second		
A STATE OF S					· • • •	the state of
	n	*	•			A
	q	•	ф ·			
•		•		•	٠.	
	• ,	¥ ,,,	•			
+	,	*' ' /	•	•		
,		•		e .	•	
				tive a	,	* 1
				,		
•	* -			1 2		
	*	* . * * .			,	1
		κ ,	,		1	
	•	•	•			

						15 6			'
	•						1		
						* *		•	• •
	•	•							
				*		1"			
						*			the second of the second of
		4				,	•		*
						1 a		4	
	•			•	1				,
				Α.					
	,				'				*
									,
				•			,	24	
		k		- 41 .					
	•								
		* *		1				1	**
		4		•		٠, .			
			1						•
	• .		1						
·									· · ·
		4		,		*			
					•				
	>			*		* .			

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MAY, 1939, AND MAY, 1940

(Based on sales of 20 firms)

		May 1939	May 1940	% Change 1940/1939
	TOTAL SALES, ALL DEPARTMENTS	18,718,185	\$	
1.	Women's dresses, coats and suits	1,936,244	2,188,851	+ 13.0
2.	Girls' and infants' wear	536,577	639,178	+ 19.1
3.	Hosiery and gloves	840,795	896,298	+ 6.6
4.	Lingerie and corsets	788,513	874,561	+ 10.9
5.	Millinery	324,845	332,344	+ 2.3
6.	Women's and children's apparel - (Total, 1-5)	4,426,974	4,931,232	+ 11.4
7 •	Men's and boys' clothing and furnishings	1,913,446	2,112,112	+ 10.4
8.	Drugs and toilet articles and preparations	493,360	519,946	+ 5.4
9.	Piece goods	1,158,164	1,267,758	+ 9.5
LO.	Smallwares	535,799	584,751	+ 9.1
11:	Frod and kindred products	1	1,947,105	+ 9.1
L2.	Furniture (including mattresses, springs)	1,047,390	1,197,181	+ 14.3
13.	Home furnishings	1,655,003	1,815,443	+ 9.7
L4.	Household appliances and electrical supplies	593,947	688,942	+ 16.0 ·
15.	Hardware and kitchen utensils		1,041,648	
16.	Radios, musical instruments and supplies	175,483	259,872	+ 48.1
17.	Shoes and other footwear		1,725,502	
18.	Stationery, books and magazines		199,803	
19.	All other departments, total	2,134,805	2,310,968	+ 8.3

			and the second s
			and the second of the second o
	·		
		. 4	
,	·		•••
		,)
		* * * * * * * * * * * * * * * * * * * *	
			**** **************

JUL 2 1312

OVI

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

Vol. 10

No.6

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JUNE 1940

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

+ + +

1940

Price \$1 a year

Single copies 10 cents

Table of Contents

		Page
1.	Summary of Retail Sales in Canada, June, 1940	i
2.	Comparisons of Retail Sales in Canada for June, 1940, with Sales in Related Months, by Kind of Business	2
3.	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	4
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Mon's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
	Department Store Sales in Canada, by Selected Departments,	8

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

ominion Statistician: hief, Internal Trade Branch: tatistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A. C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, JUNE, 1940

Improvement in retail trade in Canada over last year, which has been videnced during earlier months of 1940, was well maintained in June, when sales were 10 er cent higher than in June, 1939, according to the composite index for twelve lines of asiness for which statistics are available. Compared with the unadjusted general index 86.6 for June, 1939, the index for June, 1940, stood at 95.6. The gain over the preceding month, when the index was 94.3, amounted to almost 1 per cent. Retail sales during the first half of 1940 averaged 11 per cent higher than for the corresponding period of 39. The advance over June, 1939, was in continuation of a series of increases over peresponding months in the preceding year which began in August, 1939.

With adjustment for differences in number of business days and for normal asonal variations, the general index for June, 1940, at 93.8, was 10 per cent higher than be June, 1939, index of 85.0, and 5 per cent above the 89.2 recorded in the preceding onth.

Increases over June, 1939, were recorded in all of the twelve groups covered this report, but a keen demand for certain commodities handled by those firms dealing household lines resulted in outstanding gains of 56 per cent in sales of music and radio ores and 23 per cent in furniture store sales over June, 1939. Hardware store sales in ne, 1940, were up 8 per cent over June of last year. Boot and shoe store sales and ndy store sales were both up 11 per cent, with restaurant receipts gaining 8 per cent in 6 same comparison.

Regional statistics, which are available for six kinds of business, realled that increases over June, 1939, were more uniform for the various sections of the untry than those shown in comparisons for earlier months. More moderate increases were corded in sales in the Maritime Provinces. There was also considerable reduction in the tent of the increases in grocery and meat store sales in the Prairie Provinces and itish Columbia, compared with those shown for earlier months of 1940 over corresponding on the of last year.

Sales of Canadian department stores were up 9 per cent from June a year agoles were up 12 per cent in the Prairie Provinces, 9 per cent in Ontario, and 8 per cent British Columbia. In the Maritime Provinces and Quebec, sales gained 7 and 6 per cent spectively. Sales of 18 departmental firms which reported sales by selected departments so averaged 9 per cent higher than in June, 1939. Outstanding features of this summary so are the pronounced gains shown in sales of household lines. Sales of radios and sical instruments in department stores were 62 per cent higher than in June last year. les of household appliances increased 29 per cent, while furniture sales were up 19 per at. There was an advance of 13 per cent in sales of home furnishings and a gain of 8 r cent in hardware sales over June last year. Men's clothing sales were up 10 per cent, les of women's apparel gained 6 per cent and sales of boot and shoe departments, 8 r cent. Food sales were 6 per cent higher. There were minor declines in sales of the ag and stationery departments.

Variety store sales in June, 1940, were ll per cent higher than in the same of the 1939. Increases in various regions of the country were as follows: 14 per cent the Maritime Provinces, 13 per cent in Quebec, 11 per cent in the Prairie Provinces, per cent in British Columbia and 9 per cent in Ontario.

Increases occurred in drug store sales in all sections of the country, aging from 4 to 8 per cent, and resulting in a gain of 6 per cent for Canada as a whole-

Sales of men's clothing stores were 16 per cent higher than in June, 1939, provement of 25 per cent was shown for the Maritime Provinces. Ontario sales gained per cent; British Columbia, 15 per cent; the Prairie Provinces, 14 per cent, and Quebec, per cent.

Women's clothing store sales in Canada gained 11 per cent over June a cear ago. Results for the five economic divisions showed increases as follows: 14 per cent in the Prairie Provinces, 13 per cent in British Columbia, 12 per cent in Ontario, 1 per cent in the Maritime Provinces and 7 per cent in Quebec.

All regions of the country reported increases in sales of grocery and eat stores over June of last year. Compared with the 8 per cent increase for the Dominion, ales were higher by 11 per cent in the Prairie Provinces, 9 per cent in British Columbia, and 7 per cent in both Quebec and Ontario.

Sales of a representative number of jewellery firms in Canada averaged 7 per cent higher in June, 1940, than in June, 1939.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

Kind of Business		June, 1940 + or - per cent .compared with												
	June 1930	June 1939	May 1940	JanJune, 1940 JanJune, 1939										
neral Index	- 1.7	+10.4	+ 1.4	+11.4										
ots and Shoes	+ 0.4	+10.8	+30.2	+ 9.7										
ndy	-37•9	+10.7	-24.4	+13.3										
n's Clothing	-13.8	+15.9	+ 9.7	+14.1										
men's Clothing	-28-2	+10.7	- 2.2	+12.0										
partmental	-13.6	+ 9.0	- 3-7	+12.2										
ugs	- 6.9	+ 6.4	- 2.0	+ 4.6										
rniture	+ 3.0	+23.0	-13.6	+17 - 4										
oceries and Meats .	+17.5	+ 8.0	+ 6.6	+10.6										
rdware	+ 6.6	+ 8.3	- 6.2	+11.3										
sic and Radio	+53.5	+56.2	+ 0.6	+28.8										
staurant	- 39.0	+ 8.2	- 4.8	+ 7.1										
riety	+15.4	+11.0	+ 6.1	+14.1										

10 11 TORRATE MASS

C. Adjusted for Number of Business Days and Seasonal Variations. A. Unadjusted. B. Corrected for Number of Business Days. INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

no (d)	120	100 4	10/01	89.1	α 69	2000	T - CO	0, 19	71.7	4047	1000	65.4	72.3		- (5 (∞ c	\circ	α	1.001	-		0.66	2 4	200	,	80 4	72-3
Clothing d		-	- 0	0 0	- α) [-	- ~	<u></u>	ر م در) _	1 4	0	80.9		6	5%.3	0.74	0.00	70.5	0.40	10/77		0	1 0) a) c	2 <	80.9
Women	A	134 5	115,1	105,8	200	7.92	0.00	000	79.5	83.0	79.5	74.6	82.6		8	57.0	20.00	0 0 0	75.0	10.001)		52.0) W	72.2	200	84.5	82.6
(c)(d)		116.6	97.2	79.7	67.0	63.7	64.0	68.0	77.5	87.	79.2	75.5	86.4		0 00	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	\$ 0. E	7.00	C. CO	82.7	4		87.9	87.5	80.4	79.16	82.7	86.4
othing	В	135,2	112,8	92.4	77.7	73.9	74.2	78.9	82.2	90.4	84.0	80.0	91.6		7 27	4.00	200	2000	100 0	136.3			~	v)	1 10	91.6
Men's Cl	-	138.0	108,5	91.4	77.8	74.6	78.7	80,5	81,3	90.2	84.1	80.7	93.5		0 67	C+ 70	200	10.1106	10.00	141,3			62.3	53.5	71.4	80.0	85.2	93.5
	S	131,3	104.5	84.1	70.07	58.0	6036	61,0	61.0	59.5	57.5	56.4	61.4		70 7	70.07	2		アン・ロン	61.6			58.2	59.5(f)	0	77 . 77 .	62.9	61.4
Candy(h)	В	101,1	80.5	64.7	53.9	44.6	46.7	46.9	47.0	45.8	44.3	43.5	47.3		42 6	46.7	787	100	7.07	114.6								47.3
Communication of the state of t	F	101,3	76.3	63.1	53.0	4.4.1	48,4	47.1	45.8	6° 44	43.6	45.8	47.4		43.8	47.2	49.8	2, 12	48.7	115.7			42.1	56.6	92.8	46.0	62.7	47.4
Shoes	υ	(7)	10000	-	ω	α	\sim	<	< T	0	S.	< P	\circ		Ś	6		6		72.9			9.98	72.8	65.2	76.7	74.6(f)	m
19 mg	В	150.6	121,9	109.9	104.0	95.0	102;8	106,5	107.5	114.0	110,3	107.3	1.5.7		72.0	52.5	87.0	77.5	67.7	116.6							91.7	
oot	THE VOICE	155.2	118,6	109.5	104.0	95.4	109;3	109.8	107,0	113.1	110.2	107.5	119.1		6	$^{\prime}$	89.5	< ₹	6	119.9			46.3	38.1	60-4	78.5	91.5	119.1
THE A	ರ	109;2	9.66	000	73.6	8,89	70.07	73.4	76.5	84.2	82.2	35.0	93.8		83,6	81.8	87.6	9.88	83,2	87.5			86.2	84. *(f)	83.7	86.8	89.2	93.8
ral Index	В	110.3	100,6	268	74.3	69.5	70.7	7407	7.3	85.0	χ 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	200	746		73.6	71.2	89.4	94.8	88,2	119.8			70.7	73.5	82.0	86.8	93.7	94.7
General	A management	111,2		ο.	Q .		0 '	0.	Q -	6 .						. 🐞	91.1		· &	122,1							94.3	
Votes Color (1000)	A STATE OF THE PARTY OF THE PAR	June, 1929	1930 ocene	1931	1932	1933	1934 co	67	, LS	אר י	7 °	77 °	onue, 1740	1939	July	August	September	October	November	December		1740	January	repruary	March	April	May	anne

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

* * * * * * 1.000 1 2 2 2 2 4 . • * * * * * * *

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

11	ť,	á						•				٠						*													
	. N. W.																									r		(£)			
7.6	Meats	٥	102,1	98,2	4.56.	77 0	707	1000	20,00	74.3	78-1	,86,3	88.7	101.6	107.3	ndukadan s		88.7	92.7	93.2	90.2	89.8	92°4	- Complement		92.0	95.2	101.2	96.5	101,1	b
	a L		102,1	.98.2	93.4	77.9	72 4	40 P		7.40	1.0/	200	200	101.6	107.3		ì	86.9	85.3	93.2	90.2	88°9	102.5		6	88.3	.93.3	101,2	366	107.3	•
	or ocertes		10507	94.3	91.9	77.9	73.3	74.7	0 76	10.0	0 10		000.5	102.6	110.8	0.200	ć	200	T° J.O	7001	86.9	88.7	107.9			87.4	90.5	104.5	977.0	110.8	
Section 19			129.0	104.7	84.5	57.2	55.8	0.99	0 09	74.0	7.00	75.5	0,00	4.00	1001		000	0.00	0.0	0 1	95.7	87.0	100°7		C	200	1.68		90 0 (f)	100.1	
Firm time	B	The state of the s	121,3	4.86	79.5	54.4	54.1	64.7	6 69	7 7 7 7 1	3,00	0.77	7-11	0.00	T-66		4. 47	0 0 0 0	0.00	76.4	7° / OT	8.7.0	111.8		1.00	2002	0,1	4000	75.7 7.2.7	99.1	,
Charles of Contrast Contrast of Contrast o	A		120.9	5000	80.2	55.0	54.7	6.99	1.69	76.3	0.00	780	200	, a	20.06		62.0	2000	92.2	7000	7.00	000	Carrel C	. ,	0,0	23.0	0.27	1 c	774.4	98.8	
A STATE OF THE STA	C		7.07	7000	T. 60	03.7	75-1	16.6	16.6	84.0	89.6	89.0	06	95,9	17.7		88	6.98	87.78	7, 10	0.460	7070	7006		F 100	1067	1000	•	95.6	95.9	
Drugs(d)	В		TOOS	0,707	2.5	04.5	75.9	77.4	77.4	9.08	86.0	85.4	86.5	92.1	1.7/	4 to	84-9	84.7	0.68	93.4	1.00	2.011	77703		89.0	0.00	7 66	90.00	91.8	92.1	
	Ą			04	<i>-</i> 1		$u \gamma i$	JU '	V	0	অ	A.	LC	91.1	₹ .	,	~	86.1	\circ	92.7	8.06	1000	J		000		4	. 0	93.0	91.1	
AND THE REAL PROPERTY.	U	V. 60L	י כי רכר	20 T	ر م	O	1.060	70.1	70.7	9:01	77.5	74.4	72.1	80.8		٠	77,33	73.1	9.98	0,06	83.	9 68			0,98	82.8	76.6 (+)		82.8	80.8	
Departmental	В	C. 70L	0.70	86.8	2.69		0,00	000	12.8	7237	79.8	76.6	74.3	83.2)		∞	58.5	0	~~	· ~) TC	\		~~	10	re	0	84.4	\sim	
1	A	1.501	97.75	87.6	70.5	0.07	0.00	60,60	107)	73.4	80.5	77.6	75.5	82.3		•	57,2	61,3	89,24	100.8	94,4	144.1		•	64.2	64:7	72.8	80.3	85.5	82.3	
Vear and Month	CELIBRATION	- 6	1930	1931	1932	1922	0	_	1737 e	1936 00	1937			June, 1940		1939	Julyoo	August	September	October	November	December		1940	January	February	March cossesses	April	May	June	

(d) Revised to census trend.
(f) Final figures.

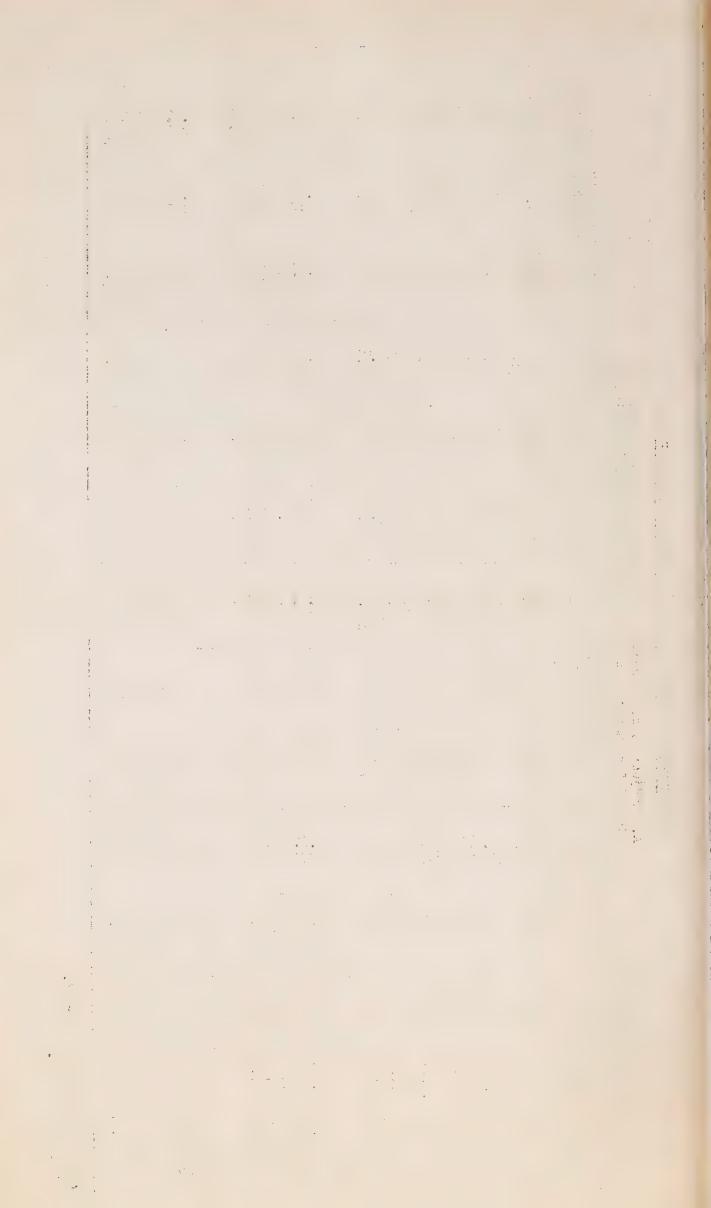
(4) Remissed to souses trend.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

CALL STATE OF THE PARTY OF THE	C CONTINUE O	p. 77	1010	0000	84.7	1907	82.4	83.6	90.9	38°2	32.6	95.6	3.2		O. 14	90.5	7.96	14.6	11,3	9.6		6.7	, n		9-6-	13.2 (+1	3.2
J.C.V	- Action verse center		ell-liminarus									4.			-				-	-							103
Variety	В	101	98°	94	87.	82	84.	86.	93°	101	95.	98	106.		ס. יל	83.0	93.	104.	102.	199%		67	74	6	86	103.	106.3
A ACTUAL DESCRIPTION OF THE PROPERTY OF THE PR	A	6 7CL	94.8	94.3	87.1	82,3	0°06	9°80	93,1	100°5	95.1	98°6	109.4		61.0	85.1	6.96	101,1	102.0	205.7	- derintansper san	67.1	72.1	63.6	86,3	103, 7	109.4
Control of the section of the sectio	0	7.01	103.5	80.0	60.5	54.9	59.0	59.0	62.8	64.0	59.9	57.3	62.4		57.7	59.1	62.3	9°49	9°99	4,99		63,3	63,7	64.3	62.0	63.7(£3	62.4
staurants (d	Succession to a susception of the succession of	113.5	104.5	80.3	61,1	55.4	59.6	59.6	63.4	9.49	60,5	57.9	63-1		59.5	62.7	65.5	9°49	63.9	L* 19		58.9	61.2	62.1	63.0	63.7	63.1
Reg	A	90	101,7	79.7	60,3	54.8	59.6	58°6	62.5	63.7	59.7	57.3	0.29		60,4	63.9	65.4	64.9	63.0	0.69		0,09	7,000	63.3	62.2	65.1	62.0
A CONTRACT OF THE PROPERTY OF	D	134.7	102.9	81,1	57:1	46.7	53.4	60.1	٢ - 28	73.7	64.1	566,2	TO/->		70.1	69.5	65.7	2.99	62 34	0.69		71.6	76.5	78.9	78.6(f)	82.0	107.5
& Radiold	В	. 0	. 0	0	. 0	• rj	. ن	٥	2 1	· .	ø.	60°2		٠	4	53.5	∞	4	∞	2		9	0	63.59	~	0	-
Music	A	81.6	62,3	5101	38;3	33.2	38.3	4107	23.00	5862	546	61.2	72.0		. 0	56.5		10 ×	9 -	6	٠	57.5	59.0	62.5	76.03	95.0	95.6
	U	10231	9101	76.3	64.4	59.0	9.02	77.	500	رې. وي.	7.00	86.2	0.16		89;4	92.7	94.0	6.06	0000	73.2	,	0.901	9837	94.0	84.7 (f)	0	0.76
Hardware	B. The second	121,5	108.4	8,06	7607	70.2	0.48	84.6	100° I	10401	104°3	102.6	4.6(77		98:4	94.4	112.8	104°5	000	104.3	•	5833	55,2	65.8	88.1	118.4	115.4
The Control of the Co	M. T. S.	118.5	105,8	92.1	77.8	71.3	85.2	82.6	101/01	0.001	TOOS	104.2	J	ł	1,96	1.66	110,2	102.2	4.60	n° znr		59.2	54.0	64.3	89.5	120.3	112.8
VANA NOON NOON	cal allu	929	Jumes 1930 occess	3 1931 00000	1932	1933	1934 oce co	- F	1730	2736 sees	, 1730 occo	9 9	, + ,	1939	July	August	September	Jegoton	Dogodina Con	recember.	1940	January	Bry cooo	0 > 0 3 0 0 0 1 4 0	000000000	May occoo	June

(d) Revised to census trend.(f) Final figures.

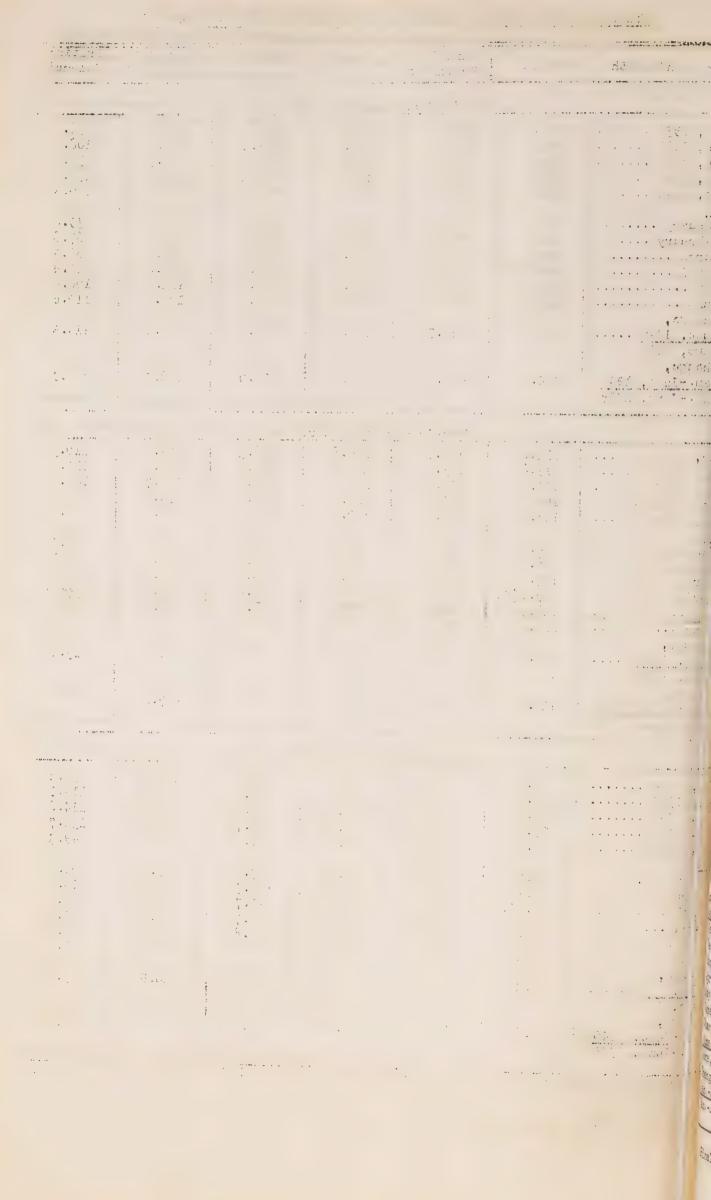


			· · · · · · · · · · · · · · · · · · ·	1/30 1 100)	
CANADA	Maritime Provinces	Quebec	Ontario	Prairie Province	British Columbia
	Men's Cloth	ning Stores	(c)		
103.1 114.3 106.6 102.3 118.5	109.8 119.7 114.0 114.8 143.1	120.0 130.3 121.5 114.1 126.7	99.8 113.4 103.5 98.1 115.5	92.2 98.3 99.7 91.4 104.3	96.9 108.0 94.0 96.6 110.6
78.9 67.8 90.5 101.6(1) 108.0 118.5	91.7 83.2 110.8 119.6 133.4 143.1	74.1 65.2 87.6 103.5 119.1 126.7	81.7 68.4 91.1 101.5 101.2 115.5	70.9 61.5 85.2 95.4 101.0 104.3	79.4 67.8 86.5 89.9 100.8 110.6
+15.9	+24.7	+11.0	+17.7	+14.1	+14.5
+14.1	+33.6	+12.5	+14.0	+ 8.9	+ 9.1
	Women's Cl	othing Stor	9 s		,
111.6 117.8 111.6 104.7 116.0	118.9 123.2 131.9 134.5 149.5	126.8 135.5 127.0 112.2 120.5	108.3 115.6 106.0 100.0 111.5	101.2 104.3 105.7 95.3 108.8	110.5 111.5 102.2 108.8 123.0
68.1 103.0 129.7(f) 118.7 116.0	76.1 120.2 141.9 176.5 149.5	65.6 87.4 128.8 123.8 120.5	100.9 132.5 108.6 111.5	73.2 69.0 113.5 115.0 118.8 108.8	78.4 71.8 135.3 135.0 130.6 123.0
+10.7	+11.2	+ 7.4	+11.5	+14.2	+13.1
+12.0	+25.8	+ 9.1	+13.0	+ 9.2	+13.5
	Grocery and	Meat Store	, S		
96.7 107.8 111.6 129.4 139.8	(a) (a) (a) (a) (a)	98.6 107.1 114.2 129.6 139.1	94.1 104.5 108.9 125.7 134.9	115.0 113.2 136.8 151.6	95.8 116.2 114.6 136.7 149.3
110.2 114.1 131.8(f) 123.1 131.1 139.8	(a) (a) (a) (a) (a) (a)	112.5 116.9 139.1 127.0 131.0 139.1	113.5 115.9 131.7 123.7 129.8 134.9	97.8 104.3 119.0 112.4 134.1 151.6	104.0 110.3 125.8 123.1 133.2 149.3
+ 8.0	(a)	+ 7.3	+ 7.3	+10.8	+ 9.2
+10.6	(a)	+ 6.8	+ 8.9	+20.8	+22.5
	103.1 114.3 106.6 102.3 118.5 78.9 67.8 90.5 101.6(f) 108.0 118.5 +15.9 +14.1 111.6 117.8 111.6 104.7 116.0 74.5 68.1 103.0 129.7(f) 118.7 116.0 +10.7 +12.0 96.7 107.8 111.6 129.4 139.8 110.2 114.1 131.8(f) 123.1 131.8(f) 123.1 131.8	Men's Clot 103.1	Man's Clothing Stores 103.1 109.8 120.0 114.3 119.7 130.3 114.0 121.5 102.3 114.8 114.1 118.5 143.1 126.7 78.9 91.7 74.1 67.8 83.2 65.2 90.5 110.8 87.6 101.6(f) 119.6 103.5 133.4 119.1 118.5 143.1 126.7 118.5 143.1 126.7 145.9 +24.7 +11.0	CANADA	

Figures for the Maritime Provinces are withheld to avoid disclosing individual. operations.

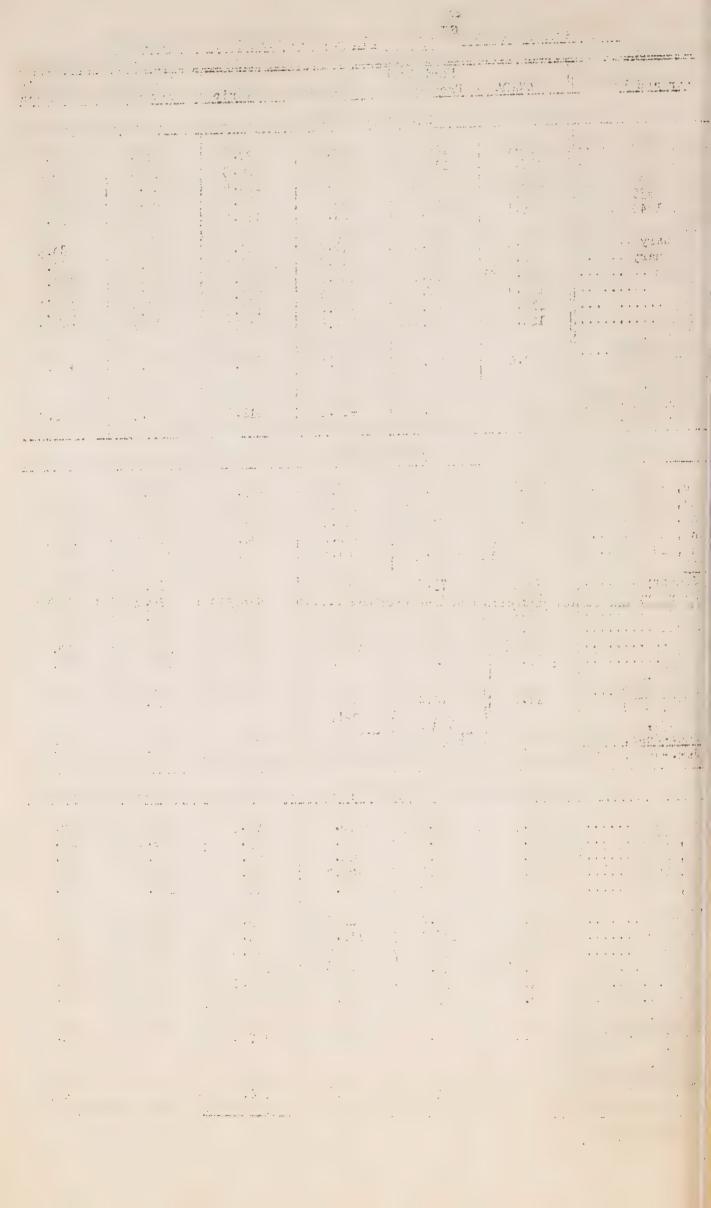
Final figures.

Includes men's furnishings.



				(22 4 DIGGE I	UR 1936 - 10	10)
Year and Month	CANADA	Maritime Provinces		Ontario	Prairie Province	
		Depar	tment Stores		Trovince	s Columbia
June, 1936 June, 1937 June, 1938 June, 1939 June, 1940 1940	97.6 107.2 103.3 100.7 109.8	106.6 119.9 113.4 111.2 119.1	103.6 118.2 117.5 114.9 121.7	99.5 110.3 105.6 102.6 111.7	90.4 94.9 92.2 87.7 98.4	95.4 104.7 97.2 102.0 110.4
January February March April May June % Change,	85.6 86.3 97.0(f) 107.1 114.0 109.8	86.6 85.1 91.1 104.1 127.6 119.1	98.0 92.2 107.3 119.7 129.4 121.7	84.6 86.9 95.3 109.0 115.0 111.7	82.8 83.0 93.0 99.6 103.5 98.4	80.5 85.9 103.5 105.6 109.1
June, 1940 June, 1939 % Change, JanJune, 1940	+ 9.0	+ 7.1	+ 5.9	+ 8.9	+12.2	+ 8.2
JanJune, 1939	+12.2	+19.7	+11.2	+12.2	+12.5	+ 8.9
		Varia	ty Stores			
June, 1936	202.4					
June, 1937 June, 1938 June, 1939 June, 1940	103.4 111.7 105.7 109.5 121.5	104.1 111.6 107.5 114.3 130.8	113.2 122.6 121.1 126.0 141.8	101.7 110.3 101.4 104.2 113.9	97.7 105.8 101.0 96.3 106.8	93.0 103.2 100.2 103.4 114.1
January February March April May June Change,	74.5 80.1 104.4 95.9 114.5(f) 121.5	73.9 77.5 103.9 97.3 120.2 130.8	79.8 85.1 106.9 104.8 134.4 141.8	72.3 76.8 95.1 92.1 106.2 113.9	68.2 76.9 95.1 86.9 104.1 106.8	81.2 91.4 109.3 101.7 109.6 114.1
June, 1940 June, 1939 Change, JanJune, 1940	+11.0	+14.4	+12·5 ·	+ 9-3	+10.9	+10.3
JanJune, 1939	+14.1	+21.5	+13.9	+12.2	+11.7	+10.0
		Drug	Stores			•
une, 1936 une, 1937 une, 1938 une, 1940	94.7 101.8 101.1 102.6 109.2	93.7 100.7 99.3 103.8 110.9	96.8 102.1 100.9 103.7 108.9	95.7 103.7 103.5 103.2 110.9	91.0 96.5 96.0 98.7 104.9	93.0 102.4 100.2 103.9 107.5
January February March April May June Change,	106.0 104.0 113.5 107.8(f) 111.5 109.2	109.4 108.9 121.0 110.8 115.4 110.9	111.3 111.2 120.2 112.6 111.5 108.9	105.3 102.2 112.4 106.0 110.4 110.9	101.6 100.5 109.6 106.2 114.3 104.9	105.0 100.9 106.5 108.3 108.5
June, 1940 June, 1939 Change, JanJune, 1940 JanJune, 1939	+ 6.4	+10.5	+ 5.0	+ 7.5	+ 6.3	+ 3.5

⁾ Final figures.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JUNE, 1939. AND JUNE, 1940

(Based on sales of 18 firms)

=		June	T-w-	1 0 0
		1939	June 1940	% Change 1940/39
		\$	\$	
	TOTAL SALES, ALL DEPARTMENTS	17,878,222	19,483,001	+ 9.0
	•			
1	. Women's dresses, coats and suits	1,807,194	1,950,422	+ 7.9
	•			
2	. Girls' and infants' wear	491,201	576,368	+ 17.3
	· · · · · · · · · · · · · · · · · · ·			
3	Hosiery and gloves	751,474	768,038	+ 2:2
	• • • • • • • • • • • • • • • • • • • •			
4	Lingerie and corsets	914,400	943,456	+ 3.2
	•		7.5,170	
5	Millinery	278,382	269,788	- 3.1
		1	207,100	7.1
6	Women's and children's apparel - (Total, 1-5)	4,242,651	4,508,072	+ 6.3
		7,272,071	4,000,072	T (0,5)
7	Men's and boys' clothing and furnishings	2,000,597	2 306 335	. 030
	one of the second of the secon	2,000,591	2,196,117	+ 9.8
8.	Drugs and toilet articles and preparations	528,529	TOT 6 TT	
	, and the course of the property of the course of the cour	520,527	525,655	- 0.5
9.	Piece goods	7 762 923	3 334 (30	24.5
	Table Books Ministry	1,163,831	1,334,630	+ 14.7
3.0	Smallwares	500 (05		
EU.	WHALLWALGS, see	529,685	554,294	+ 4.6
רו	Food and bindus I must be			
1.L.	Food and kindred products	1,722,814	1,829,738	+ 6.2
2.0	B			
14.	Furniture (including mattresses, springs)	935,333	1,109,773	+ 18.7
				•
٠٢٦.	Home furnishings	1,276,231	1,442,214	+ 13.0
14.	Household appliances and electrical supplies	459,301	590,232	+ 28.5
				•
15.	Hardware and kitchen utensils	798,470	860,913	+ 7.8
16.	Radios, musical instruments and supplies	167,215	270,377	+ 61.7
L7.	Shoes and other footwear	1,669,142	1,809,310	+ 8.4
				,
18.	Stationery, books and magazines	198,489	186,721	- 5.9
-9.	All other departments, total	2,185,934	2,264,955	+ 3.6
-				

The second ٠, ,

YT PULNS

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No.7

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JULY 1940

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

1940

Price \$1 a year

Single copies 10 cents

Table of Contents

		Pag
1.	Summary of Retail Sales in Canada, July, 1940	1
2.	Comparisons of Retail Sales in Canada for July, 1940, with Sales in Related Months, by Kind of Business	. 2
3.	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	4
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
5.	Department Store Sales in Canada, by Selected	Q

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, JULY, 1940

The underlying trend in retail purchasing continued at a slightly higher level than during the first half of the year, dollar sales for July, 1940 standing 13 per cent above July a year ago according to the composite index for twelve lines of business for which statistics are available. The unadjusted general index stood at 80.8 for July, 1940, compared with 71.5 recorded for July a year ago. The decline below June, 1940, when the index was 95.4, amounted to 15 per cent. Cumulative totals for the first seven months of the current year were 12 per cent higher than for the corresponding period of 1939.

After adjustment for differences in number of business days and for normal seasonal variations, the index for July, 1940, stood at 89.5, about 3 per cent lower than the 91.8 recorded for June, but still 10 per cent above the 81.1 shown for July, 1939.

For the third consecutive month, the advance over the corresponding month of 1939 was shared by all groups. There were, however, some sharp reversals in the extent to which many of the groups contributed towards the general advance. Sales of men's and women's clothing stores, department stores and furniture stores showed much greater improvement than in previous months. Sales of hardware stores, music and radio stores and food stores declined from their previous levels, but were still ahead of last year.

Furniture store sales rose sharply and a gain of 29 per cent over July, 1939, was recorded. Music and radio store sales were up 26 per cent, but hardware sales advanced only 2 per cent. Candy store sales were 14 per cent higher, boot and shoe store sales gained 13 per cent, while restaurant receipts were up 11 per cent.

Regional statistics, which are available for six of the more prominent lines of retail trade, revealed increased sales in all regions of the country in July, 1940, over the same month last year. Improvement in the Maritime Provinces surpassed the average results for the first half of 1940 over the corresponding period of last year. Jales in Ontario and British Columbia were generally on a much higher level than in earlier months, but in Quebec and the Prairie Provinces gains were held to within a narrow range of the levels established in the first half of the current year.

Department store sales were up 18 per cent in July over July of last car. An increase of 22 per cent was recorded in the Maritime Provinces, while sales in Intario advanced 20 per cent. British Columbia sales were 17 per cent higher and improvement of 15 per cent was shown for both Quebec and the Prairie Provinces. Total ales of 18 departmental firms which reported sales by departments were 17 per cent igher in July, 1940, than in the same month a year ago. Sales of household lines coninued to advance at a greater rate than those of other departments. Department store ales of radios and musical instruments were up 39 per cent, while sales of home furnishings were 29 per cent higher. Sales of furniture and of household appliances were both p 23 per cent, while hardware sales advanced 17 per cent over July, 1939. A gain of 19 er cent in women's clothing sales was recorded, while sales of men's clothing were 14 er cent higher. Sales of boot and shoe departments were up 16 per cent. Piece goods nd smallwares departments showed increased sales amounting to 22 and 15 per cent respectively. Food sales were up 11 per cent and drug sales 9 per cent.

Variety store sales were 13 per cent higher than in July, 1939. A gain 28 per cent in the Maritime Provinces far surpassed increases in other regions of the puntry. Ontario sales were up 13 per cent, with identical gains of 12 per cent recorded in the Prairie Provinces and British Columbia. Quebec sales increased 9 per cent in the time comparison.

There was an increase of 9 per cent in drug store sales in Canada. [les in the Maritime Provinces, Ontario and British Columbia were up 11 per cent in each (se, while gains of 7 and 5 per cent were recorded in Quebec and the Prairie Provinces Ispectively.

Sales of men^ts clothing stores advanced 20 per cent. The Maritime Provinces again led all other regions of the country with improvement of 38 per cent over July a year ago. Ontario recorded an outstanding gain of 25 per cent in this group. British Columbia and 10 per cent in Quebec.

Women's clothing store sales were up 21 per cent over July, 1939. A 29 per cent increase in the Maritime Provinces was closely followed by improvement of 27 per cent in British Columbia and 25 per cent in Ontario. A 16 per cent advance was shown for the Prairie Provinces while Quebec sales were 14 per cent higher.

A 10 per cent gain in grocery and meat store sales in July, 1940, over the same month last year resulted from the following regional increases: British Quebec, 6 per cent; the Prairie Provinces, 14 per cent; Ontario, 11 per cent, and

Sales of a representative number of jewellery firms in Canada averaged 31 per cent higher in July, 1940, than in July, 1939.

Revisions to Indexes

Indexes of shoe store sales previously published were based on reports secured monthly from chain stores only. A representative number of independent stores are now reporting and the indexes from January, 1939 onwards have been revised to allow

Revisions in seasonal adjustment factors have necessitated revisions in the seasonally adjusted index numbers for certain months in several lines of business. The general index, adjusted for seasonal variations, has been revised from the beginning of the series in 1929.

The complete series of revised indexes will be published in the annual summary after the close of the year.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

	The state of the s			
Kind of Business	Control of the Contro	July, 1940. + or - per cent compared with	The control of the co	Cumulative Indexes
	July 1930	Julý 1939	June 1940	JanJuly, 1940 JanJuly, 1939
General Index	- 11.5	+ 13.0	- 15.3	+ 11.7
Boots and shoes	- 21.9	+ 12.5	- 30.0	+ 8.1
Candy	- 42. 2	+ 14.4	+ 0.2	+ 14.3
Men's Clothing	- 13.5	+ 19,6	• 19.7	+ 14.9
Women's Clothing	~ 29.2	+ 21.1	- 16.6	+ 13.2
Departmental	- 19.1	+ 17.5	- 18.9	+ 13.0
Drugs	- 5.2	+ 8.9	+ 3.0	+ 5.2
furniture	+ 15.9	+ 29.4	- 17.1	+ 19.3
roceries and Meats	- 4.9	+ 10.3	- 17.1	+ 10.6
lardware	- 1.5	+ 2.0	- 12.9	+ 9.6
lusic and Radio	+ 18.2	+ 26.4	- 28.0	+ 28.1
estaurant	- 36.3	+ 10.9	+ 6.5	+ 7.9
ariety	+ 8.0	+ 12.9	- 5·3	+ 13.9



C. Adjusted for Number of Business Days and Seasonal Variations. INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100) A. Unadjusted. B. Corrected for Number of Business Days.

	11	. 1																										
	1. T. T.	ning(d)											20.6			c	78.2	8	2	9		0	10	70	0	d	72.3	oi.
	н	n	Ω	110.3	97.4	2./	61.5	59.0	62.8	603.2	63,3	20.0	59.3	69.2		C	75.8	Ś	4	3							81.0	
	W Como W	V V											57.0				78.6		9/	ei .		~	်လိ	m	01		82.7	•
	(d)			118.0	7.70T	0.50	600.5	9.79	4.60	7.41	86.7	77.6	79.8	92.0		7	86.2	-	0	ò						6.	86.5	
	Clothing	r		100°3	0.00	7.7.7	2007	76.4	23.0	63.1	70.2	63.6	65.4	75.4			87.9					Ĉ	3	0	ř	ñ.	91.7	
	Men's			700.0 86.0	7.00	22 2		+ 0	2000	63.7	74.4	6.49	62.9	75.2			91.1					62.3	53.5	71.4	80.2	85.2	73.0	3.67
		U											51.3			-	51.7	رُ	00	-			- 6				60.09	
	Gandy(h	М											42.6			9	48.1	N (3	+					Di I	A.	49.8	
		¥	0 104	86.7	70.4	63.2	50.0	46.8	44.0	49.9	50.8	48.5	43.8	20.1		-	49.8	ے د	o la	•							50.1	
	Shoes	ပ	712.5	92.3	88.3	77.0	70.2	71.8	73.5	73.7	81.2	77.0	72.3	12.1		ò	72.5	'n	ن م ن	5		9	<u>૦</u> ે ો	200	òι	, r	79.7	
1	sand	В											69.4 7.4				2,00					53.6			_		76.5	
Poot 1	D000	Ą											07.3			56.0	91.8	1 0 0 0	108.1				<u>.</u> ~	` ~	· ~	, ~	75.7	
Tndex(d)		3											89.5			80.6	000.00				,	86.9	$-\infty$	- ~	0	, 4	å	
- 1	41'	α											80.7			4	94.8	00	0			70.9						
Genera	4	4							10.				80.8				92.1					70.0						
	Vear and Month	1			The Top 1931	_	Tuty, 1933						11y, 1940		1939	August	October	November	December	940	Tonion	February	March	April	May	June	July	
H		-	Ju	Ju T	ا ا	ן ה ה	בי בי	ב ב	בר בר בר בר	Ju	Ju	Ju	Jul		13			p-m-1	()	161	-	, 1-4		4	4	, ,		

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

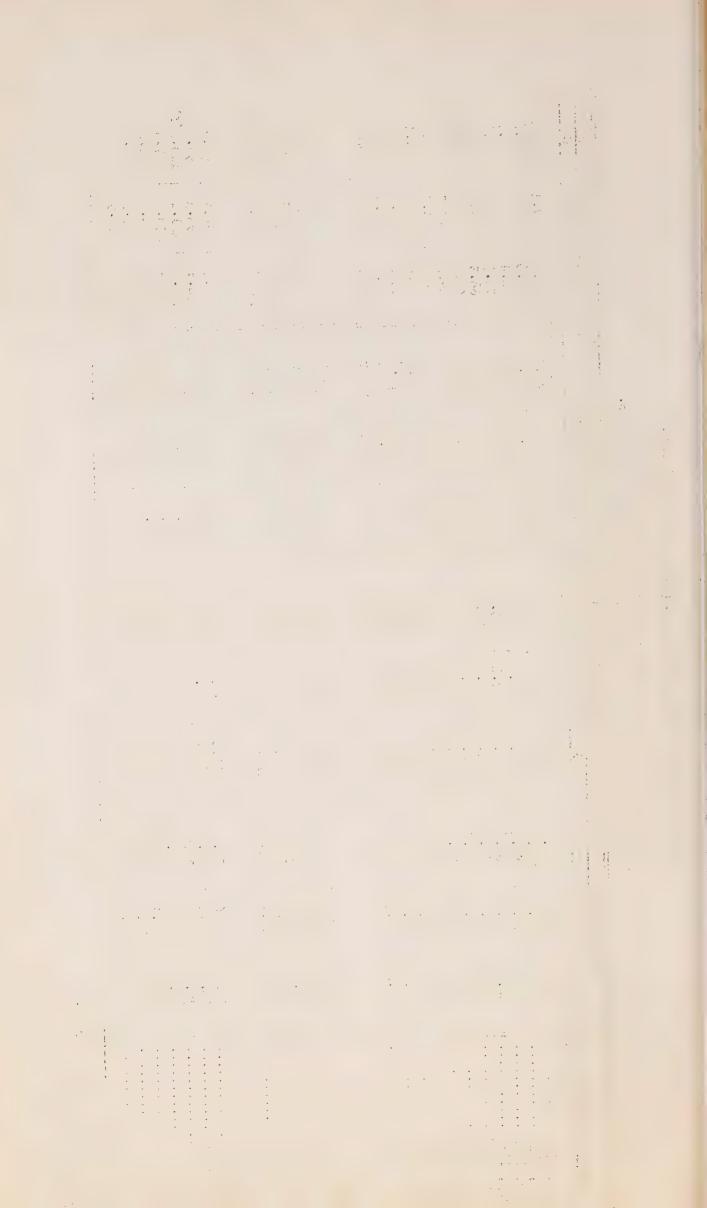
.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. E. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

	and Meats	3												94.8			92.	93,	200	0%00	76.0				-		-		94.8
Description of	0 F	9	107.1	96.7	89.4	73,3	72.8	70.4	69.7	74.7	82.7	87.7	200	92.9			85.3	73.2	2000	7,00° Y	100		88.3	93.3	201.01	99.4	2001	107.3	92.9
	Groceri	4	106.2	9.96	90.4	75.9	68.8	6.19	69.5	75.4	88.6	83.8	2000	91.9			87,1	7.00	000	00.70	2	T-Ondays	87.4	90.5	104.5	97.6	103.9	110.8	91.9
			145.3	99.4	83.0	55.6	56.0	65.8	70.4	79,3	93.2	75.7	- 0.4	104.9		000	0000	5000	20,00	9 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	,		88.7	89.1	89.7	83.7	93.7(+)	100.6	104.9
D	d arma	Ω	101.7	9.69	58.1	40.0	42.5	51.3	54.9	61.8	72.7	7,8,3	64.7	80.7		C I	70.0	72.4	201	8,11,	4		58.5	74.0	74.5	92.9	2,911	98.6	80.7
	V	D Commence	102.6	70.3	58.7	40.0	41.5	50.0	55.5	62.5	75.1	58.2	63.0	81.5	-	ć	2000	7 701	7 8 8 8	111,5			59.0	72.0	74.3	93.80	2.711	98.3	81.5
The second secon			108.7	100.1	91.2	79.5	73.9	77.4	78.7	83.2	89.4	88.5	88.4	96.3		ò	7,000	2.10	000	96.2			95*7	1.96	95.5	92.7	95.6(1)	0.96	96.3
Drugg (d)	M Region	The second secon	105.4	97.1	88.5	77.1	71.7	75.1	76.3	79.9	85.8	85.0	84.9	92.4		0		07°C	1.06	119.3			89-0	94.2	92.6	90.8	91.8	92.2	92.4
	A		106.8	99.0	90.5	79.1	72.8	74.6	77-3	81.7	89.7	87.2	86.2	93.9		٢ /٥	1000	92.7	90.8	122.4			88.4	86.7	94.7	89.9	93.0	91.2	93.9
	O		113.8	102.5	88.2	68.8	67.7	69.5	72.2	74.7	80.1	75.3	77.3	87.6		ני כע	7,78	90.0	00,100	89.0			86.0	82.8	0	81.2	82.7(f)	4	87.6
Departmenta	В		91.1	82.0	70.5	55.0	54.2	55.6	54.9	56.8	6.09	57.3	58-7	9.99		n or	7.00	103.6	93.3	145.1		,	9*€9	2-99	73.6	9-62	84.4	83.8	9.99
De	A		91.9	83.1	71.7	54.5	52.8	54.2	55.4	57-7	62.6	56.6	57.2	67.2		C 12	7.58 7.68	100.8	94.4	144.1			64-2	64.7	72.8	80.3	85.4	82.9	67.2.
	Year and Month			_				_	_	July, 1936	_	_		Jul.y, 1940		Allonist	September	October	November	December		740	January	reprugry	March	April	May	June	July

⁽d) Revised to census trend.(f) Final figures.

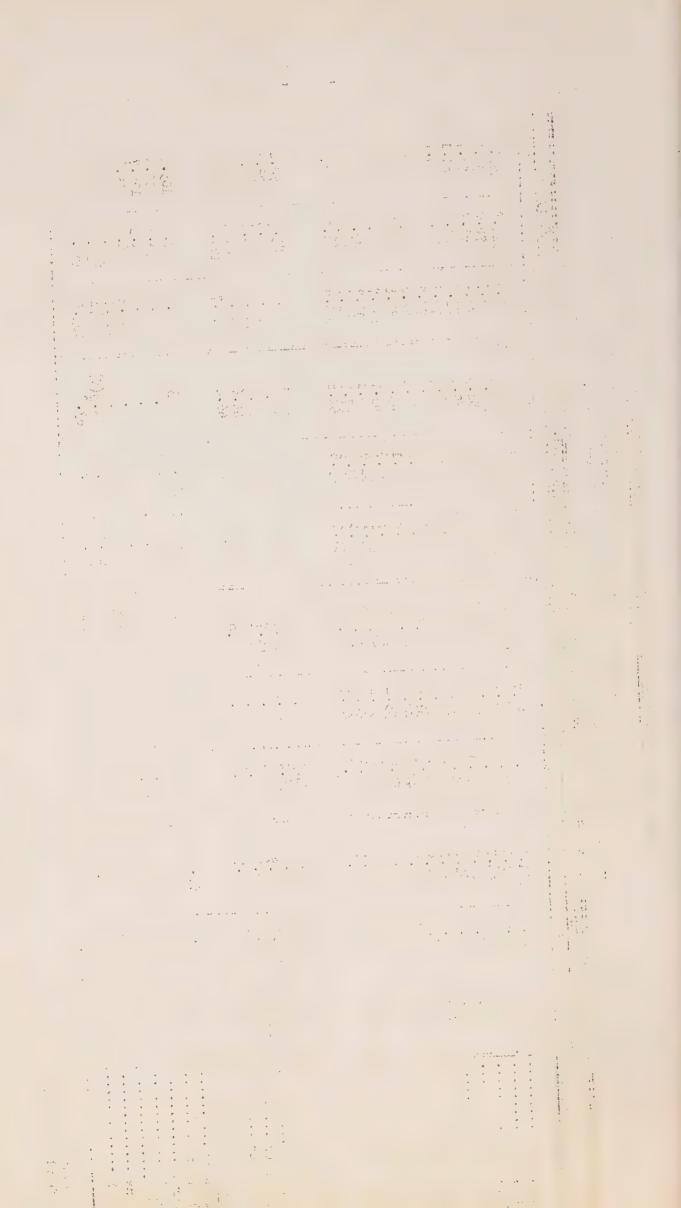


INDEX NUMBERS OF RETAIL SALES - (Average for 1930 # 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

	Variety	B C		122+8	0.96	4.16	87.7	1 5 00 5	000	0 T* 7	2000 m 20	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		00%00	20.00	7.107		83.0	93-8	104.6	102.3	199.2		2 67	74.3	97.0	86.99	103-3	106.4 103.3(f)
		ৰ		122.	95.9	91.0	83.	195		2000	2000	701.7	000	97.76	303.6			85.1	6-96	101.1	102.0	205.7		67.1	72.1	93.9	86.3	103-1	109.4
- 11	् ज	ပ	4 (118.0	100.1	82.5	59.1	53.4	26.6	57.3	63.2	63.7	60,1	57.7	63.8)		59-1	62.3	64.6	9-99	66.4		63.3	63.7	64.1	62.4	63.7	63.3(f)
	Kestaurants	æ		121.5	103.1	85.0	6.09	55.0	7,00	59.0	65.1	65.6	61.9	59.5	65.8			62.7	65.5	64.6	63.9	11.0		58.9	61.2	62.1	63.0	63.7	64.0 8.8
D	1	A		123.0	105.1	86-98	62.1	55.9	58.7	60.1	9.99	67.7	63.1	60.4	67.0			63.9	65.4	64.9	63.0	0.60		0.09	58-3	63-3	62.2	65.1	6.79
Radio(d)	7	5	אכר ב	704.7	73.1	1.40	50.3	50.3	53.8	57.5	61.5	9.01	64.2	70.1	85.1		1	67.5	02.1	1.00	4.70			71.6	76.5	78.9	9.8.0	02.5(f)	85.1
વ્હ	47	7	80.7	7,00	20.07	21.3	31.7	32-7	35.0	37.4	40.0	55.1	50.1	54.6	4-99				6 (6	97.0			56.5	60.4	63.9	7.5.7	04.1	66.4
Music	Ą		82.0	57.1	100	7.77	35.0	32-0	34.2	38.0	8.87	26.0	44.0	53.4	6.1.9		7 7 7	76.0	82.1	79.3	93.0)	1	51.5	59.0	6.70	24.00 7.70	93.7	67.5
	ນ :		121.2	101.1	86.7	65.0	7.17	07.0	10.1	71.9	74.3	7.00	2.00	4.60	0.70		91.7	94.0	90.9	88.0	95.7		5	1-17	27.3	200	89.866	96.8	87.6
Hardware	В		117.6	98.0	85.0	64.4	62 x	7 66	0.00	10.7 8	0.TO	0 7 0	ν.αο	70.4	100		94.4	112.8	104.5	88.0	104.3		200	י אין	22.0	88.1	118.6	115.2	96.4
	A		119.4	99.5	86.2	62.8	61.3	2	2	83.5	96.5	93.0	1 76	986			99.7	110.2	102.2	89.4	102.0		56.3	74.0	64.3	89.5	120.5	112.5	98.0
	Year and Month										July, 1937					1939	August	September	October	November	December	1940	January	February	March	April	May	June	July

(d) Revised to census trend.(f) Final figures.



UNADJUSTED INDEX NUMBERS OF RETAIL SALES-(AVERAGE FOR 1936 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie	British
					Provinces	Columbia
T-1 102/	20 =		thing Stores			tut —
July, 1936 July, 1937	80.7 94.3	95.1	87.9	78.0	73.8	82.9
July, 1938	82.3	117.6 95.1	104.6	92.0	79.0	95.9
July, 1939	79.8	98.8	83.9	79.4	77.9	83.7
July, 1940	95.3	136.0	92.3	92.4	76.7	87.6 96.8
1940	4-0			/2.1	01.1	70.0
February	67.8	83.2	65.2	68.4	61.5	67.8
April	90.5	110.8	87.6	91.1	85.2	86.5
May	107.9(f)	133.1	103.5 119.5	101.5	95.4	89.9
June	118.6	142.8	127.8	115.1	100.8	99.9
July	95+3.	136.0	92.3	92.4	87.1	96.8
% Change,						, , , ,
July, 1940 July, 1939	+19.6	+37 • 7	+10.0	+25-2	+13.6	+10.5
% Change,	•					
JanJuly, 1940	+14.9	124.0				
Jan July, 1939	714.9	+34.2	+12.4	+15.3	+ 9.7	+ 8.8
		Women's	Clothing Sto	res		
July, 1936	85.5	87.0	86.9	82.8	84.7	93.3
July, 1937 July, 1938	94.2 81.8	109.7	97.9	91.7	83.9	103.6
July, 1939	80.1	97·4 96·5	82.1 81.7	78.1	81.1	87.3
July, 1940	96.9	124.8	92.7	76.0 94.8	81.6	87.7
1940			75,1	74.0	74.7	111.2
February	68.1	76.1	65.6	67.9	69.0	71.8
March	103.0	120.2	87.4	100.9	113.5	135.3
May	129.7 118.6(f)	141.9	128.8	132.5	115.0	135.0
June	116.2	150.9	123.8 120.3	108.5 111.3	118.9	130.2
July	96.9	124.8	92.7	94.8	94.9	125.4
% Change,						and all of the
July, 1940 July, 1939	+21.1	+29.3	+13.5	+24.7	+16.3	+26. 8
Change,	*		м			•
JanJuly, 1940	172.0	.01 =				
Jan July, 1939	+13.2	+26.5	+ 9.7	+14.4	+10.2	+15.5
		Grocery ar	nd Meat Store	s		
July, 1936	95.1	(a)	89-7	96.3	102.3	96.7
July, 1937 July, 1938	111.8	(a)	101.5	112.5	128.0	120.4
fuly, 1939	105.1	(a)	98.2 99.6	108.3	113.8	106.5
Tuly, 1940	115.9	(a) (a)	105.9	115.1	118.2	109.9 129.5
.940		(-)	20) + /	11/11	17441	127.7
February	114.1	(a)	116.9	115.9	104.3	110.3
March	131.8(f)	(a)	139.1	131.7	119.0	125.8
April	123.1	(a) (a)	127.0	123.7	112.4	123-1
June	139.8	(a)	131.0 139.2	129.8	134.1	133.2 149.3
July	115.9	(a)	105.9	115.1	134.1	129.5
Change,					3. 2	/ - /
July, 1940	+10.3	(a)	+ 6.3	+10.6	+13.5	+17.8
July, 1939 Change,	-					
JanJuly, 1940	+10.6	(2)	160	107	130 (102.0
Jan July, 1939	710.0	(a)	+ 6.8	+ 9.1	+19.6	+21.8

a) Figures for Maritime Provinces are withheld to avoid disclosing individual operations. f) Final figures. c) Includes men's furnishings.

a marine market (621) a distribution and in Trial pto de lit infa 11.01 (. T. !) \$147 V. S. 7.18 7.18 1.4.1 **** 1: 1.011 3.55 Property and the Contract 10 * ... 100 A. Jak 14.33. 1945 1947 de commence of the

UNADJUSTED INDEX NUMBERS OF RETAIL SALES-(AVERAGE FOR 1936 = 100)

				THE PERSON IN COLUMNIA	1936 = 100	_
Year and Month	CANADA	Maritime Province		Ontario	Prairie	British
				,	Province	s Columbia
July, 1936	76.6	1	rtment Stores			
July, 1937	83.4	88.1	69.9	75.3	73.9	88.7
July, 1938		100.6	80.8	80.5	77.8	98.0
July, 1939	11 127	81.9	73.5	71.3	73.5	
July, 1940	11	86.4	77.2	71.9	74.0	90.4
1940	89.6	105-1	89.0	86.2	84.7	88.3
February	06 -				04.7	103.3
Monch	86.3	85.1	92.2	86.9	83.0	0
March	97.0	91.1	107.3	95.3		85.9
April	107.1	103.8	119.7	109.0	93.0	103.5
May	113.9(f)	126.8	129.4	115.0	99.6	105.6
June	110.5	119.1	124.0	111.9	103.5	109.1
July	89.6	105.1	89.0	86.2	99.8	110.5
Change,				00.2	84.7	103.3
July, 1940	+17.5	+21.6	127			
July, 1939	1-1-7	T2 T. O	+15.3	+19.9	+14.5	+17.0
Change,		•				
JanJuly, 1940	+13.0				1	
JanJuly, 1939	713.0	+19.8	+12.0	+13.1	+13.0	+10.0
			-			120.0
-		Vari	ety Stores			
uly, 1936	98.7	103.9	98.9	1 0//		1
ıly, 1937	113.1	124.6	116.8	96.6	101.1	99.7
2ly, 1938	102.5	107.3		111.5	107.2	111.8
uly, 1939	102.0	103.1	107.9	98.8	105.4	105.6
uly, 1940	115.1	132.0	114.6	95.2	98.4	106.2
140		132.0	124.3	107.5	110.0	119.1
February	80.1	77.5	85.1	-()		
March	104-4	103.9		76.8	76.9	91.4
April	95.9		106.9	95.1	95.1	109.3
May	114.5	97.3	104.8	92.1	86.9	101.7
June	121.6(f)		134.4	106-2	104.1	109.6
July	115.1	131.6	141.8	113.9	106.7	114.1
%Change,	117.1	132.0	124.3	107.5	110.0	119.1
July, 1940						
July, 1939	+12.9	+28.0	+ 8.5	+12.9	177 0	
%Change,		,		112.7	+11.8	+12.1
JanJuly, 1940					•	
JanJuly, 1939	+13.9	+22.8	+13.0	+12.4	+11.7	170.4
- July, 1939	-				TT. (+10.4
		Dress	g Stores			
Jly, 1936	98.0	99.6				
JLy, 1937	107.6		94.4	100.8	93.1	99-1
Jly, 1938		114.9	105.7	110.8	97.4	109.5
Jily, 1939	104.6	105.2	101.5	105.9	103.4	106.0
Jily, 1940	103.3	105.7	103.0	103-4	101.3	106.0
10	112.6	117.3	109.9	114.7	106.2	117.1
ebruary	304.0					
larch	104.0	108.9	111.2	102.2	100.5	100.9
nri]	113.5	121.0	120.2	112.4	109.6	106.5
pril	107.8	110.8	112.6	106.0	106.2	108.3
lay	111.5(f)	115.4	111.2	110.5	114.2	108.5
une	109.4	110.9	109.0	111.1	105.0	108.7
uly	112.6	117.3	109.9	114.7	106.2	117.1
hange,					200.2	T 7 { 4 T
uly, 1940	+ 8.9	+11.0	+ 6.7	+30.0		
uly, 1939		, 4,2 . 0	, 0. /	+10.9	+ 4.8	+10.5
hange,				*		
anJuly, 1940	+ 5.2	+10.6	126			
anJuly, 1939	7.2	110.0	+ 3.6	+ 5.5	+ 4.0	+ 5.9
					4	

fFinal figures.

i ., ,

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JULY, 1939, AND JULY, 1940

(Based on sales of 18 firms)

•					
			Julý 1939	July 1940	% Change 1940/39
			\$	\$	2/40/5/
		TOTAL SALES, ALL DEPARTMENTS	13,378,870	15,694,590	+ 17.3
	1.	Women's dresses, coats and suits	1,093,654	1,333,298	+ 21.9
	2.	Girls' and infants' wear	323,129	412,137	+ 27.5
	3.	Hosiery and gloves	539,817	611,283	+ 13.2
	4.	Lingerie and corsets	695,137	809,127	+ 16.4
1	5.	Millinery	107,795	117,250	+ 8.8
	6.	Women's and children's apparel - (Total, 1-5)	2,759,532	3,283,095	+ 19.0
ŧ	7 -	Men's and boys' clothing and furnishings	1,411,712	1,604,871	+ 13.7
8	3.	Drugs and toilet articles and preparations	464,689	506,918	+ 9.1
9	,	Piece goods	1,005,102	1,225,818	+ 22.0
.0		Smallwares	452,050	520,555	+ 15.2
.1	. •	Food and kindred products	1,463,843	1,619,843	+ 10.7
2	•	Furniture (including mattresses, springs)	870,745	1,072,696	+ 23.2
3	•	Home furnishings	877,984	1,135,658	+ 29.3
4	•	Household appliances and electrical supplies	407,850	499,765	+ 22.5
5	• :	Hardware and kitchen utensils	595,784	699,347	+ 17.4
5.	.]	Radios, musical instruments and supplies	142,323	197,814	+ 39.0
1.		Shoes and other footwear	970,865	1,125,084	+ 15.9
1.		Stationery, books and magazines	159,813	172,322	+ 7.8
1.		all other departments, total	1,796,578	2,030,804	+ 13.0
		The second secon			

LIBRAKS ...

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No.8

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

AUGUST 1940

Published by Authority of the Hon. James A. MacKinnon, M.P., Minister of Trade and Commerce.

OTTAWA

1940

Price \$1 a year

Single copies 10 cents

Table of Contents

		Page
1.	Summary of Retail Sales in Canada, August, 1940	1
2.	Comparisons of Retail Sales in Canada for August, 1940, with Sales in Related Months, by Kind of Business	2
3.	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	4
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
5.	Department Store Sales in Canada, by Selected Departments, August, 1939, and August, 1940	8

Published by Authority of the HON. JAMES A. MacKINNON, M.P., Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

ominion Statistician:
hief, Internal Trade Branch:
tatistician:

R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A. C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, AUGUST, 1940

The dollar volume of retail trade in Canada during August, 1940, increased 1 per cent over August, 1939. Tourist business from other countries and increased inceneral index (on the base--average for 1930 equals 100) stood at 89.0 for August, 1940, ompared with 73.4 for August, 1939. The index for the latest month was 10 per cent above weraged 13 per cent higher than in the same period of 1939

After adjustment for differences in number of business days and for normal pasonal variations, the general index stood at 94.1 for August, 1940, 5 per cent above ne 89.4 recorded in July. Improvement of 17 per cent over August, 1939, in the adjusted index, was more moderate than the gain shown in the unadjusted index of sales volume, allowance having been made for the extra Saturday in August this year.

Sales increases over August, 1939, were reported for all twelve groups for wich statistics are available. Substantially greater gains in sales of clothing and departmental stores, however, surpassed increases in sales of household lines which had been post prominent during the first half of the year.

Department store sales recorded a gain of 25 per cent in August, 1940, cer August, 1939, the largest increase recorded in corresponding-month comparisons for tis group during the current year. Sales were up 31 per cent in British Columbia, 30 per cent in the Maritime Provinces, 29 per cent in Ontario, 24 per cent in Quebec, and 1 per cent in the Prairie Provinces. Eighteen departmental firms reported sales by departments which totalled 23 per cent higher in August, 1940, than in the same month a yar ago. Women's clothing sales were up 28 per cent, while sales of men's clothing were 2 per cent higher and sales of boot and shoe departments advanced 20 per cent in the sme comparison. Sales of piece goods and smallwares were up 27 and 22 per cent respective. Among the household lines, sales of household appliances led other items with a gain d 30 per cent. Other increases were as follows: home furnishings, 27 per cent; hardware, 2 per cent; furniture, 24 per cent; and radio and music, 2 per cent. Food sales were 1 per cent higher, while sales of drug departments increased by the same amount.

Variety store sales in Canada were 30 per cent higher in August, 1940, tan in August, 1939. The Maritime Provinces led all other regions with improvement of 4 per cent. Sales in Ontario were up 32 per cent and an increase of 28 per cent was recreded in Quebec. The Prairie Provinces showed sales 24 per cent higher and British Clumbia reported a gain of 20 per cent.

rise of 1% per cent in drug store sales in Canada over August, 1939, rsulted from the following advances in the various economic divisions: 23 per cent in the Maritime Provinces, 19 per cent in Ontario, 18 per cent in the Prairie Provinces, 12 per cent in British Columbia and 11 per cent in Quebec.

All parts of the country shared in the brisk improvement reported in second clothing stores. Improvement of 38 per cent in men's clothing store sales in Chada in August, 1940, over August, 1939, compares with an 18 per cent increase in the first eight months of 1940 over the same period of last year. Sales in the Maritime Povinces were up 65 per cent, while Ontario sales advanced 41 per cent. An increase of 35 per cent in the Prairie Provinces was followed by gains of 30 per cent in Quebec and 35 per cent in British Columbia.

Women's clothing store sales were up 40 per cent in August, 1940, over the same month a year ago, showing remarkable improvement over the comparison for the eight-month period when sales exceeded those for the similar period of 1939 by 16 per cent. Ontario and British Columbia led all other regions with identical gains of 48 cent, closely followed by a 47 per cent increase in the Maritimo Provinces. Sales in Quebec were 31 per cent higher than in August, 1939, while in the Prairie Provinces the gain amounted to 22 per cent.

Grocory and meat store sales were 19 per cent higher in August, 1940, than in August, 1939 Gains for the various regions were within a narrower range than in previous months. Sales in both Ontario and British Columbia were up 21 per cent while increases of 16 per cent were reported for both Quebec and the Prairie Provinces.

Rogional comparisons for sales of boot and shee stores and for jewellery stores appear for the first time in this issue of our monthly bulletin. Regional indexes for these groups, however, have not yet been constructed. Sales of boot and shee stores in Canada increased 38 per cent over August, 1939 Sales in the Maritime Provinces were up 48 per cent, and in Ontario, 42 per cent. A gain of 35 per cent was recorded in British Columbia, while increases of 31 per cent and 30 per cent occurred in Quebec and the Prairie Provinces respectively.

Jewellery store sales in Canada advanced 43 per cent in August, 1940, over the same month last year. A gain of 54 per cent in the Prairie Provinces led all other regions of the country. Sales were up 45 per cent in both the Maritime Provinces and in Intario, Quebec and British Columbia reported gains of 38 and 34 per cent respectively.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

	August, 1940 + or - per cent compared with										
August 1930	August 1939	July 1940	JanAug., 1940. JanAug., 1939.								
- 2.4 - 18.9 - 37.8 + 4.5 - 16.7 - 6.9 - 2.4 + 16.0 + 8.3 - 3.6 - 4.4 - 33.0 + 12.5	+ 21.3 + 37.8 + 39.6 + 37.9 + 40.0 + 25.0 + 16.7 + 27.0 + 18.5 + 2.2 + 19.8 + 12.8 + 30.3	+ 10.4 - 2.2 + 33.9 + 4.0 + 0.3 + 14.2 + 7.5 + 26.8 + 12.1 + 5.3 + 0.7 + 8.6 + 7.1	+ 12.8 + 11.3 + 17.0 + 17.5 + 15.8 + 14.4 + 6.6 + 20.6 + 11.6 + 8.3 + 26.9 + 8.4 + 16.1								
	1930 - 2.4 - 18.9 - 37.8 + 4.5 - 16.7 - 6.9 - 2.4 + 16.0 + 8.3 - 3.6 - 4.4 - 33.0	+ or - per cent compared with August 1930 1939 - 2.4 + 21.3 + 37.8 + 37.8 + 39.6 + 4.5 + 37.9 + 40.0 - 6.9 + 25.0 + 16.7 + 16.0 + 27.0 + 8.3 + 18.5 + 3.6 + 2.2 - 4.4 + 19.8 + 33.0 + 12.8	+ or - per cent compared with August 1930 1939 1940 - 2.4 + 21.3 + 10.4 - 18.9 + 37.8 - 2.2 - 37.8 + 39.6 + 33.9 + 4.5 + 37.9 + 4.0 - 16.7 + 40.0 + 0.3 - 6.9 + 25.0 + 14.2 - 2.4 + 16.7 + 7.5 + 16.0 + 27.0 + 26.8 + 18.5 + 12.1 + 26.8 + 18.5 + 12.1 - 3.6 + 2.2 + 5.3 - 4.4 + 19.8 + 0.7 - 33.0 + 12.8 + 8.6								

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores. August, 1939, and August, 1940

PROPERTY AND PERSONS ASSESSED.		
Region	,	ared with sales in August, 1939
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 37.7	+ 43.0
aritime Provinces uebec ntario rairie Provinces ritish Columbia	+ 30.9 + 41.9 + 30.3	+ 44.8 + 37.9 + 44.8 + 54.3 + 34.3

. •

The second secon

Communities of a district of the contract of t

and the second s

and the second of the second o

A Carrier of the second of the second of

Curron and the second s

and the state of t

3

	6.0	,															_	,									
		DUTINO	_ A	Ò	ç	V	2	3	O.	2	5	\$	0 x 6 x 0 x 0 x 0 x 0 x 0 x 0 x 0 x 0 x		C	o a) C	76,1		('nο	, L	0		· ~	81.6	ô
	3	S CLOCK	م ا	-	· ~	0	$\overset{\circ}{\infty}$	in a	N O	2	ů C	٠ . د چ	62.8	1	Ĺ	3	5 <	115.7								9-89	
	or one W	WOMEN A	8 9	G	5	3	5	5	9 .	5	0		68,6		α	'nĈ	3 4	120.0		(ήα	, c	, 0	1 4		68.4	က်
	(7) (7,5)	10	4	0	r!	0)	2	0 \ n	000	2 6	2 6	۰ ک ک	98.2		4	, <u>,</u>	- 0	82.1		0	3 5	- ~	,	9	9	91.9	00
0,000	Clothing'	B	4	ô	5	\$	ر. د	χ	÷ -	~ C	1 20	, L	71.7					136.3		C	v V	0	, ,,,	1 20	·	75.4	شأ
Business Days:	Men's	N N	2 6	- 6	31	- 3	0	70°4	3 5		. #		78.2		61.1	$^{\prime}$		141.3		60.3	77.7	71.4	80.2	85.2	93.6	75.2	78.2
of Busin		0	1 0	C	0			50.7			2				٠	55.7	0	6		00	6	, _		· m	4	59.0(f)	က်
for Number of ss Days and Se	Candy(h	В	9	Š	Ä.,	~ c	, L	27.00	ف	, - 1	-		, ,		48, 1	52.9	0	0			, p.		4			49.0	4
tád sine	And the control of th	A	70	20	ů.		o a	59.2	١٣	i	2	. ~	- 10		Q'	51.6	$\hat{\infty}$	3		° N	9	Š	9	÷	6	49.2	ń
Corre		0	Ö		က်	3 α	, c	74.3	· 20	í.	å	. 0	m		Š	73.1	ň	m		9	6	3	6.	3	2	80.0	ń
Unadjusted. B. sted for Numbe	s and	В	3.02.5	86,3	7	7 7 7	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	57.2	57.1	59.4	52,1	52.9	68.1		3	80.4	ထံ	105.0		m		-	0	ထဲ	r,	76.8	ò
A. Umad Adjusted		A		6	2			62.6			0				إمت	77.4	$\hat{\infty}$	ထိ								76.1	
G.	ex(d)	Ö	4	2	, c			72.1	ŠÔ	ئے	~	å	et.		6.	86.9	m	<u></u>			87.7	4	-	89.3		4.60	. 1
	l Ind	В	100.7	7.70	7.5	707	62.1	63.5	67.5	72.0	68.3	71.2	82.6		0	94.8	å	119.8		ó	3	2,	ġ	m.	4	80.5	,
	Genera	A.						68.5		5	0	0			-	92.1	å	122-1		0	71.2	'n				0000	
	View on how	arin	August, 1929	707	193	193	193	1935	193	193	193	193	194	1939	September	Nextoner	November	Tecember	1940	January	February	March	ADELL	Time	The	August	

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

⁽c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

and the second s Company to the second of the s ,

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variation

Cartin	- X	Ti de																												
The state of the s	MOZ US	Company of the company	105.8	36.5	9,98	99.99	- C) (C	~1 ^^) '	500	ಹ್ಮ	04,0	00	00.70	107	TOTO	(2) (\supset 0	92°4		C	76.0	_	(I) 2-00T	47.5	101-1	10/00 0/0	101.7	
	R R	And the second of the second o	97.3	ထ	D-0		100	0,07	7 3 7	0 000	70	~ ~	C- 12	100	7 0	73.0		2000	N 0	102.5	Pitro-Ambierra vo	000	200	0,000	7.401	4.46	104.2 5 201	501.0	93.5	
Charles of the state of the sta		TO THE REAL PROPERTY OF THE PARTY OF THE PAR	90207	9500	84.0	C	7 0	0	F. (700	0,0	25.0	0.0	200	103.01	7.00.7	(2)) .	$\cap \alpha$	107.9		V 600	; u	7000	7.407	9/1.0	103.9	L-05	103.2	
LOUTON TO THE STATE OF THE STAT	Control of the contro	CE TO THE OWNER OF THE PROPERTY OF THE PROPERT	14.5 ° 0	100.3	ထု	57.0	56,6	2000	7 1	-i (かった。	9,7,0	1. N. T.	9.65	0,00	` , , , , , , , , , , , , , , , , , , ,	OC.) C	i c	95°6		88.7	1 68	2.68	83.7	93.4	100 6 (+)	106.1	98.9	erioge- do
rnit	М		127°0	2,7	70° W	47.2	55.4	. 0.) !	7	5 t	0 20	5-4 0 0	78.8	6.76		0	7 C-	[-	111.8		700, 7	74-0	74.2	0,00	116.9	98.6	81.7	97.9	
Full Total Company	The second secon		1,350	7,000	25.0	40.4	57 ° 9) [0 0) \ \ \ -0	000	Z - 4	82,3	104.5		00	7.70	8000	111.5		70.0	72.0	74.3	000	2,271	1 80	82.4	104.5	
	0	0 00	0 : 7	30 1	CV (V) (V) (V) (V) (V) (V) (V) (V) (V) (V	80,0	5.00	7. C	100	- C	3 0		5.00	36.2	9°001	BACAPE (S	<u></u>	- h	92.1	9		95.7	1.96	95.5	92.7	95.6	95.9 (£)	95.8	100.6	
14	В	1 60		73 C C C C C C C C C C C C C C C C C C C	\$ CM	~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	72.4	74.4	7		0 0	000	100	in St	98.6		89.2	97.4	92,7	219.3		89.0	94.2	92.6	8.06	91.8	92.1	92.0	98.6	
Particular Section 20	Ą	0	00000	3) (50	φ Φ	(C)	rd 9	0000) (Y	300		7.00		100.5	p Ap. c a		92,7	90,0	122.4		88.4	86.7	94.7	89.9	93.0	91.1	93.5	100.5	
The state of the s	C Commence of the Commence of	7.011		100	5000	0,00,0	0,00	-d0-	20.0	76.6	000) [7.00	89.7		9	Ö	87.8	6		86.0	82.8	80.8	83.2	~	81.4(f)	87.5	89.7	
Departmenta	B	90.1		i α	0 7	2404	54.4	56.1	56.6	2	64.2	i a	1 C	78.7	71.8		ô	å	93.3	i		63.6	66.2	73.6	9.66	84.4	83-9	66-5	71.8	
THE PERSON	V V	0,00	0,00	7000	0 72	0 0 0	7.	59.0	60,4	62.8	64,8	62 A	, de .	51.7	9 9 1		89.4	100.8	94.4	144.1		64-2	64.7	72-8	80°3	85.4	83.0	67-1	9-91	
Year and Month	TOTAL BANKS	August, 1929		1931		1 6	7 1	1	O\ F=1	August, 1936	19	19	, ,	7 7	7		1932 September	October	November	December	1940	January	February	warch	April	May	June	Auty	August	

(d) Revised to census trend. (f) Firal figures.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

		0							83,3					110.4		1.96	100.6	101-3	9-101				108.7			103-3	104.1(f)	
	Variety	m	0	N	ထဲ	m	ô	rů.	76.6	31)	0	<u>.</u>	m	101.6		93.8	104.6	102.3	7.661		-	47	<u> </u>	ò	· .	•	104.1	
	-	A	Ö	ഗ് -	m	ň	å	<u>, , , , , , , , , , , , , , , , , , , </u>	000	- 1	^ -	i,	Š	110.9	The Colonian Section 1985	ó	mml .	102.0	•		~	a.	m	å	å,	•	110.9	
	s(d)		118.0	9.66	80.5	58.6	1 50 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	57.5		0000	+ 1 - 5	0.T.O.	7.*T	6-59		3		90.00		,	63.3	63.7	64.1	62.4	,	03.1(I)	65.9	
	ant		125.1	105.6	85.3	62.1	700,7	7.00	67.2	0000	700	2,00	- 20	6.69		3	4	67.7	-	C	58.9	61.2	62.1	03.0	03.1	, CO	6.69	
6	A A	q	129.1													ry.	4.	0.69									72.1	
(3)	ola)		136.8	% T- /	† · · · ·	70 70 70) - V	77.0	70	71.3	66.4	7 69	0000	0.00		65.7	2.00	0.69			å.,	å o	å ~	• -		:	83.3	Total Control
Pod & Oct	3		104.0	67.0	, a	2.00	ر ، 4 ا	44.0	47.1	54.9	51.1	53.51	64.0	7 . + 0	(÷ œ	* «	95.2		7 77	70.0	4.00	73.7	1 . 7 6 L . 7 6	96.4	66.1	64.2	
O i Selfin	A		109.8	6,00	40.3	200	43.4	46.4	47.9	55.8	53.9	56.5	67.7	,	-	90	79.3	93.0		7,7	7000	7	74.3	97.0	94.3	67.2	1.19	
	0	1 (5-21T	84,7	61.5	57.4	68.8	72.0	78.6	9.98	88.3	91.7	93.17	· `	Č	0.4.0	88.0	95.7		۲.79	27.75	94.0	84.7	89.8	96.9(f)		93.7	-
Hardware	В	7 6	104.2	87.1	63.0	59.1	70.8	74.2	81.0	89.2	91.0	94.4	9.96		מיכרי	104.5	88.0	104.3		78,3	55.2	65.8	88.1	118.6	115.3	95.2	9.96	
	A	000	105.7	88.3	66.4	62.3	74.6	78.2	82.5	90°8	96.2	7.66	101.9		6,011	102.2	89.4			59.2	54.0	64.3	89.5	120.5	112.7	8.96	101.9	
4.	rear and Month	August. 1929	hugust, 1930	hugust, 1931								hugust, 1939			1939 September	October	November	December	1940	January	February	March	April	May	June	July	August	

⁽d) Revised to census trend. (f) Final figures.

- (AV BRAGE FOR 1936 = 100)												
Year and Month	CANADA	Maritime Provinces	Quebec	0-1	Prairie	British						
				Ontario	Provinces	Columbia						
August, 1936	76.6	Men's Cloth		(c)								
August, 1937	11	-88.8	79.1	73.6	70.5	90.9						
August, 1938		93.6 84.6	83.5	76.0	64.4	96.6						
August, 1939		89.0	74.0	68.3	66.5	85.4						
August, 1940		146.7	72.7 94.5	67.3	65.6	87.6						
1940		2.00	74.0	94.9	88.6	109.2						
March	11 1000	110.8	87.6	91.1	05.0	04 =						
April	11	119.6	103.5	101.5	85.2	86.5						
May	11	133.1	119.5	101.0	95.4	89.9						
June	11	· ·	128.1	115.1	105.4	99-9						
July	11 000	136.0	91.7	92.7	86.8	109.0						
August	99.1	146.7	94.5	94.9	88.6	109.2						
% Change, August, 1940	127.0	()				107.2						
August, 1939	+37.9	+64.8	+30.0	+41.0	+35.1	+24.7						
% Change,	-											
JanAug., 1940	+17.5	+38.1	134 2	-0								
Jan. Aug., 1939		120.1	+14.3	+18.1	+12.3	+10.9						
THE ROSE STREET THE PROPERTY OF THE PROPERTY O					,							
	The second secon	Women's Clo	othing Stor	• • • • • • • • • • • • • • • • •								
lugust, 1936		82.0	73.5	70.0	66.3	82.8						
lugust, 1937	11	90.1	72.6	68.5	66.3	91.4						
lugust, 1938	5)	94.1	68.4	66.3	69.7	92.8						
lugust, 1939	11	93.1	63.4	65.0	73.8	85.7						
lugust, 1940	96.3	137.0	83-2	96.1	90.0	127.0						
1940 March	300.0					1						
April	103.0 129.7	120.2	87.4	100.9	113.5	135.3						
May	118.4	141.9	128.8	132.5	115.0	135.0						
June pocession		176.3	123.2	108.5	118.9	130.2						
July voyaccooo		127.2	121.2 90.3	111.0	108.7	131.9						
August	96.3	137.0	83.2	94-4	93.7	110.8						
Change,		257.0	03.2	96.1	90.0	127.0						
August, 1940	+40.0	+47.2	+31.2	+47.8	+22.0	.40						
August, 1939	·	·			722.0	+48.2						
Changes					•							
Jan. Aug. 1940	+15.8	+29-3	+11.3	+17.6	+11.2	+20.0						
JanAug., 1939			*									
Name of the American Control o		Grocery and	Meat Store	aa								
ugust, 1936	96.2	(a)	86.7	97.7	100 F							
ugust, 1937	95.7	(a)	85.6	93.6	109.5	102.1						
ugust, 1938	95.8	(a)	88.9	96.3	116.4	112.2						
ugust, 1939	109.8	(a)	100.1	106.7	135.2	103.7						
ugust, 1940	130.2	(a)	115.9	129.0	157.2	121-7 146-7						
940					4) (· · ·	T+0 • [
March	131.8(f)	(a)	139-1	131.7	119.0	125.8						
May	123-1	1	127.0	123.7	112.4	123-1						
June	131.1	(a)	131.0	129-8	134.0	133.2						
July	139.8	(a)	139.2	134.9	151.7	149.3						
August	130.2	(a)	105.9	115.3	134.3	130.0						
Change,	1,)0 0 2	(a)	115.9	129.0	157.2	146.7						
August, 1940	+18.5	(a)	+15.8	+20.9	136.3							
August, 1939		(%)		720.9	+16.3	+20.5						
Change,						•						
Jan Aug. 1940	+11.6	(a)	+ 7.8	+10.6	+19.1	+21.7						
Jan Aug. , 1939				-								

¹⁾ Figures for Maritime Provinces are withheld to avoid disclosing individual operations.
1) Final figures.
2) Includes men's furnishings.

Yoar and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia						
		Depar	tment Stores	3								
August, 1936 August, 1937 August, 1938 August, 1939 August, 1940		85.1 93.7 83.5 85.3 110.8	83.0 87.3 87.5 84.2 104.1	81.8 82.7 79.1 78.7 101.7	80.7 79.7 78.2 77.9 89.9	96.5 105.4 99.1 95.4 124.8						
March April May June July August % Change,	97.0 107.1 113.9 110.6(f) 89.5 102.2	91.1 103.8 126.8 119.1 105.1 110.8	107.3 119.7 129.4 124.0 88.1 104.1	95.3 109.0 115.0 111.9 86.2 101.7	93.0 99.6 103.5 99.8 84.6 89.9	103.5 105.6 109.1 111.2 104.0 124.8						
August, 1940 August, 1939 % Change,	+25.C	+29.9	+23.6	+29.2	+15.4	+30.8						
Jan. Aug., 1940 Jan. Aug., 1939	+14.2	+21.1	+13.2	+14.9	+13.3	+12.9						
STOREST COUNTY FOR SOIL OF 177 LOSS FOR THE THE THE PARTY OF THE PARTY		Varie	ety Stores									
August, 1936 August, 1937 August, 1938 August, 1939 August, 1940 1940		104.9 108.6 100.8 98.3 143.3	97.6 97.7 97.2 103.1 132.3	94.4 91.6 85.5 88.0 116.3	94.3 87.8 88.5 88.4 109.5	102.8 104.7 105.7 110.4 132.0						
March	104.4 95.9 114.5 121.6 115.0(f) 123.2	103.9 97.3 120.2 131.6 132.1 143.3	106.9 104.8 134.4 141.8 123.4 132.3	95.1 92.1 106.2 113.9 107.7 116.3	95.1 86.9 104.1 106.7 109.9 109.5	109.3 101.7 109.6 114.1 119.1 132.0						
August, 1940 August, 1939 % Change,	+30.3	+45.8	+28.3	+32.2	+23.9	+19.6						
Jan Aug., 1940 Jan Aug., 1939	+2.6 - 3.	+26-0	+14.9	+15.g	+13.3	+11.7						
		Dru	g Stores			the state of the s						
August, 1936 August, 1937 August, 1938 August, 1939 August, 1940 1940	97.5 107.1 105.8 103.2 120.5	103.3 114.0 108.4 110.1 135.0	95.9 107.0 104.3 103.8 114.7	97.1 108.8 105.8 102.0 121.0	96.7 100.3 106.3 100.4 118.8	100.7 106.3 106.5 109.7 122.5						
March April May June July August Change	113.5 107.8 111.5 109.2(f) 112.1 120.5	121.0 110.8 115.4 111.5 119.5 135.0	120.2 112.6 111.2 109.0 108.3 114.7	112.4 106.0 110.5 110.7 114.5 121.0	109.6 106.2 114.2 104.6 105.9 118.8	106.5 108.3 108.5 108.8 114.5						
August, 1940 August, 1939 Change,	+16.7	+22.6	+10.5	+18.6	+18.3	+11.7						
JanAug., 1940 JanAug, 1939	+ 6.6	+12.5	+ 4.2	+ 7.1	+ 5.7	+ 6.4						

⁽f) Final figures.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

AUGUST, 1939, AND AUGUST, 1940

(Based on sales of 18 firms)

		August	August	% Change
		1939	1940	1940/39
	TOTAL SALES, ALL DEPARTMENTS	14,493,205	17,816,268	+ 22.9
1.	Women's drosses, coats and suits	1,160,593	1,507,978	+ 29.9
2.	Girls' and infants' wear	360,302	497,699	+ 38.1
3.	Hosiery and gloves	545,741	653,562	+ 19.8
4.	Lingerie and corsets	567,432	702,726	+ 23.8
5.	Millinery	160,562	212,780	+ 32*5
6.	Women's and children's apparel(Total, 1-5)	2,794,630	3,574,745	+ 27.9
7-	Men's and boys' clothing and furnishings	1,315,419	1,650,820	+ 25.5
8.	Drugs and toilet articles and preparations	476,548	538,458	+ 13.0
9-	Piece goods	1,171,263	1,481,522	+ 26.5
0.	Smallwares	464,992	567,662	+ 22.1
1.	Food and kindred products	1,519,510	1,716,486	+ 13.0
2.	Furniture (including mattresses, springs)	1,354,168	1,673,267	+ 23.6
3-	Home furnishings	1,116,105	1,411,425	+ 26.5
4.	Household appliances and electrical supplies	446,690	579,731	+ 29.8
5.	Hardware and kitchen utensils	590,163	737,549	+ 25.0
6.	Radios, musical instruments and supplies	226,572	231,250	+ 2.1
7.	Shoes and other footwear	999,213	1,202,307	+ 20-3
3.	Stationery, books and magazines	. 205,872	235,542	+ 14.4
7.	All other departments, total	1,812,060	2,215,504	+ 22.3

LIBRARY JUL WERSHY OF TOKEN

p = m typical programme to the periodical program of the periodical programme to the p

COAL BARNS

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No. 9

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

SEPTEMBER 1940

Published by Authority of the Hon. James A. MacKinnon, M.P., Minister of Trade and Commerce.

OTTAWA

1940

Price \$1 a year

* , ,

Single copies 10 cents

Table of Contents

		PAGE
1.	Summary of Retail Sales in Canada, September, 1940	1
2.	Comparisons of Retail Sales in Canada for September, 1940, with Sales in Related Months, by Kind of Business	2
3.	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	4
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
5.	Department Store Sales in Canada, by Selected Departments,	ρ

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch; Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, SEPTEMBER, 1940

The dollar volume of retail purchasing for September as reflected in indexes based on calendar month totals for twelve lines of business dealing chiefly in food, clothing and household requirements remained unchanged from August and was 3 per cent below the volume of business transacted in September a year ago. Unadjusted indexes on the base 1930 equals 100 stand at 88.6 for September, 1940, 88.6 for August and 91.1 for September, 1939.

The 3 per cent decline from September, 1939 was in contrast to substantial increases which characterized earlier corresponding-month comparisons for 1939 and 1940, aggregate sales for the first eight months of the current year averaging 13 per cent above the corresponding period of 1939. Addition of September totals reduced the increase to 11 per cent.

Comparisons between corresponding months in consecutive years were impaired by differences in number of business days in the different periods. Comparisons between consecutive months in the same year must be made having regard not only to differences in number of business days but also to normal seasonal movements. There was one more business day in September of last year than this. Retail sales for the lines of business included in this survey generally averaged higher in September than in August. On making allowance for differences in number of business days and also for normal seasonal movements the adjusted index stood at 90.4 for September, approximately 5 per cent above September, 1939, down 3 per cent from the high peak recorded in August and about on a par with the underlying trend for May, June and July.

Results for individual lines of business reveal mixed trends, comparison of calendar month totals for September of this year and last showing increases for seven lines of business and decreases for five. The increases were 13 per cent for candy stores, 8 per cent for restaurants, music and radio stores and drug stores, 6 per cent for variety stores, 4 per cent for furniture stores and 3 per cent for women's clothing stores. Grocery and meat stores did 8 per cent less business in September, 1940 than in the first month of the war a year ago, when anticipation of increasing prices resulted in heavy purchases of basic food products. Shoe store sales were also down by 8 per cent, hardware store sales declined 6 per cent, men's clothing store sales 5 per cent and departmental stores 3 per cent. After adjusting for number of business days and for normal seasonal variations the adjusted indexes stood higher in September, 1940 than 1939 for all lines of business excepting hardware stores. All lines of business excepting restaurants and variety stores showed a downward trend between August and September this year.

Jewellery store sales are not included in the general index but figures for this line of business are now being collected by the Bureau. Jewellery store sales averaged 13 per cent higher in September of this year than last, while cumulative totals for the first nine months of the current year stood 26 per cent above the corresponding period a year ago.

Figures available on a regional basis showed that gains in the Maritime Provinces continued to exceed by a wide margin those in other regions of the country. Department store sales in the Maritime Provinces averaged 14 per cent higher in September of this year than last while in other regions declines ranging as high as 10 per cent were recorded. Variety store sales were up 21 per cent in the Maritime Provinces and from 1 to 8 per cent in other sections. Figures for drug stores and more especially for both men's and women's clothing stores reveal marked increases in retail purchasing in the Maritimes. Men's clothing store sales were up 35 per cent in September this year over last; women's clothing store sales were up 29 per cent. Results for other regions



showed changes ranging from an increase of 6 per cent for women's clothing store sales in Ontario to a decrease of 21 per cent for men's clothing stores in the Prairie Provinces.

An analysis of department store sales by departments indicated heavy buying in durable goods departments such as furniture, home furnishings, household appliances and hardware and kitchen utensils. Sales of the food departments were 20 per cent below September a year ago. The men's clothing and furnishings department was down by 9 per cent while women's and children's apparel as a whole was maintained within narrow limits of the September, 1939 volume.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

AND RESIDENCE AND ADMINISTRATION OF THE PROPERTY OF THE PROPER	THE PROPERTY OF THE PERSON OF	THE PROPERTY SHATTER THE THE PROPERTY ASSESSMENT AND THE TRANSPORTED THE THE PROPERTY ASSESSMENT AND THE PROPERTY ASSESSMENT ASSESSM	orale de vondenier de la company de la compa									
Kind of Business	The control of the co	September, 1940 + or - per cent - compared with										
	September 1930	September 1939	·August 1940	JanSept., 1940 JanSept., 1939								
General Index Boots and Shoes Candy Men's Clothing Women's Clothing Departmental Drugs Furniture Groceries and Meats Hardware Music and Radio Restaurant Variety	- 8.6 - 5.7 - 35.8 + 1.4 - 10.1 - 13.2 + 4.0 - 5.4 - 4.6 - 4.1 - 28.1 - 29.0 + 10.7	- 2.7 - 8.2 - 13.4 - 15.8 - 2.8 - 7.5 - 4.8 - 7.5 - 7.5 - 7.5 - 7.8 - 7.5 - 7.8 - 7.5 - 7.8 - 7.	(e) + 14.2 - 9.2 + 11.8 + 18.1 + 13.8 - 3.0 - 4.1 - 12.4 + 1.4 + 19.5 - 0.8 - 7.2	+ 10.7 + 8.3 + 15.8 + 13.8 + 14.0 + 11.8 + 6.7 + 17.3 + 9.2 + 6.5 + 24.5 + 8.2 + 14.7								

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores, September, 1939, and September, 1940

Professional de des remains de character de constituent de constit	יותר היותר המאוים ממרושים המדינו של האובר ההיותר המהיים של היותר מודי ליותר של היותר המודי של האובר היותר היותר היותר האובר היותר לא ההיותר היותר	r Bernald (B). En enterational research de relation de l'acceptation des miserates et de robre apparer une par versable apparet de l'acceptant de l'acceptan							
	Sales in September, 1940, compared with sales in September, 1939								
Region	Boot and Shoe Stores	Jewellery Stores							
Canada	8 p 2	+ 13-0							
Maritime Provinces Quebec Ontario Prairie Provinces British Columbia	+ 2.8 • 12.0 • 6.1 • 16.1 - 4.6	+ 14.3 + 4.6 + 17.8 + 8.8 + 17.1							
Production and the control of the co									

⁽e) No change

C. Adjusted for Number of Business Days and Seasonal Variations. INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100) A. Unadjusted. B. Corrected for Number of Business Days.

hing	108	103.	62,	200	4 L 2 X	822	
s Clot	B 7.6	min	o do co	်က်က် ဂ	75.3	3 3 3 3	mod my dmain
en	4	71.	~ ° °	559.	68.7 78.6 80.8	0 0 0	mo mai st mm m a
1101	2 2		- 00 V	1000 1000	78.1	0 0 9	m-m-1,0,0,1,0,0
Clothing(122.4	n i	100	1 0000	79-7	0 0 2	LOUR WHOUND
Men's	# + 1	300	300	ان د	78.6 91.1 86.2	105.7	
(u	ب نہ اد	ů ů h	n 0 00	600	56.3	55.07	58.2 67.5 67.6 63.4 64.8 59.0 64.7(f)
Candy(h	al mo	ع ف د	5 W &	10,000	52.4 48.1 59.5	52.9 49.6 114.6	4 4 4 5 7 5 8 8 9 5 7 8 8 9 5 7 8 8 9 5 7 8 8 9 5 7 8 8 9 5 7 8 9 5 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
	2	- = 0	1	52.6		51.6	42.1 56.6 92.3 46.6 63.1 49.9 562.1
Shoes	4 6	ر ش ر	i oò i	73.0	0000	73.1	76.6 79.8 75.3 76.2 77.8 77.5 80.1(f) 92.6
s and	000	inò	100	73.0	2000	80.4 68.4 105.0	53.6 61.0 88.7 105.4 76.9 89.8
Boot	7 s	6 6	5 6	68.7 73.5 82.8		77°4 68°3 108°1	53.0 41.1 62.8 80.3 88.5 108.4 76.1 73.8
ex(d)	1000	200	000	73.2	6 6 6	86.9 83.7 87.9	86.9 87.7 88.4 86.3 89.3 91.9(f) 93.7
ral Index	2.6	86.6	68,1	75.0	89.4 93.8	94.8 88.2 119.8	70.9 73.6 82.1 86.9 93.7 94.6 80.6 93.8
Genera	110.7	9 9		77.8	9 9 %	92.1 88.5 122.1	70.8 83.3 86.4 886.7 88.6
and Wonth	192	193	193	r, 1935	193	r er	ry
Year	September September	Septembe Septembe	September	September, September,	September September	1939 October November December	J940 January February March April May June July August September

(c) Includes men's furnishings.
(d) Revised to consus trond.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. Adjusted for Number of Business Days and Seasonal Variations.

ວ່

92.0 95.2 100.2 97.5 101.1 94.9 101.6 96.3 98.3 175.5 175.5 175.5 175.5 93.2 96.3 Meats Groceries and 1111.1 98.3 91.0 76.4 669.9 669.6 669.7 779.1 87.7 93.2 96.3 90.2 88.9 102.5 88.3 93.3 101.2 99.4 104.2 107.3 93.0 93.5 86.9 87.4 90.5 104.5 103.9 110.8 92.1 92.1 88.7 89.1 89.7 83.7 93.7 100.6 103.6 94.6(f) 126.1 193.8 178.2 178.2 171.6 171.6 174.1 174.1 178.3 178.3 178.3 178.3 178.3 178.3 178.3 178.3 90.9 82.9 95.6 Furniture 140.0 104.1 87.5 65.9 68.9 79.1 87.4 92.4 58.5 74.0 92.9 116.2 98.6 19.7 107.2 87.8 111.8 8 131.4 101.4 85.3 102.5 102.5 102.5 95.2 104.4 88.6 111.5 59.0 72.0 74.3 93.8 117.2 98.3 80.4 95.7 96.1 95.5 95.6 95.8(f) 96.2 6 101. 91.6 Drugs (d) 89.0 94.2 92.6 90.8 91.8 92.1 98.2 93.4 92.1 119.3 92.7 101.2 873.4 175.5 88.4 86.7 89.9 93.0 93.5 86.0 82.8 80.8 81.2 82.7 81.4 87.5(f) 889.3 110.1 98.7 81.3 67.2 67.2 67.2 77.8 77.8 77.8 77.8 86.6 90.0 81.8 89.0 Departmental 93.3 114.5 102.6 102.6 102.6 102.6 102.6 102.6 102.6 103.6 63.6 66.2 73.6 73.6 84.4 83.9 66.5 ρο 94.4 107.5 825.9 825.9 171.6 171.6 18.8 18.8 18.9 18.9 18.9 18.9 18.9 64.7 12.8 80.3 85.4 83.0 November 1940 January February April May July August September June Year and Month September, 1929.
September, 1930.
September, 1932.
September, 1933.
September, 1935.
September, 1935.
September, 1936.
September, 1936.
September, 1936.
September, 1938. 1939 October March September, 1940

(d) Revised to census trend.(f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

Confidential of the Confidence															9,	ůλ		1	٠, ر	ν. Γ	-0	0 (<i>.</i>) (1(+)	7 (7) 2	ι φ	
A STATE OF THE PERSON OF THE P	and other face	-	118	55	2,6			0	0 0	70	0	700	112	at one of a c	100	101	1	1	JOY COL	TOOL	007	107	103	103	110	112.	
T.	Variety	9	ŵ,	ò	å,	٥́۷	o c	2	'na	5	0	;	109.4			102.3		2	0,70	74.0	24.5	000,	105.5	100.4	101.4	109.4	
	T.												102.7		H	102.0	\	١ 67	T./0	7.7	20.0	500	1007	107.4	110.7	102.7	
(4)													69.3		0	66.6		62 3	63.7	64	4. C9	63.7	(3). (4)	í ~	65.3	69.3	
Restaurante	B B		ζ·KTT Γ ΓΟΓ	707	2.40	200) w	70.0	6,00	68.7	64.3	57 Y	72.7		64.6	63.9									69.2		
Re	A	6 / 1 1	110.3	~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	2000	2,7,7	77.00	60.00	66.0	67.8	63.6	65.4	70.8		4	69°0		60.0							71.4		
o(d)		Q VCL	90,0	7,00	40.0	40.1	48.7	49.3	63.1	68.9	63.2	65,7	73.6		66.7	69.0		71.6	76.5	78.9	78.6	82.2	106.0	85.7(f)	84.6	73.6	
ic & Radio(Ď.	116.9							0		0	0		4 a	95.2		56.5	60.4	63.9	73,1	94.1	96.4	6.99	65.1	87.6	
Musi	A	7 091	114.2	888	64.0	53.4	62.6	63.3	73.4	80.1	73.5	76.4	82.1	,	82.1	93.0		57.5	59.0	62.5	74.3	95.6	94.3	68.0	68.7	82.1	
	೮	132.0	98.0	83,3	62.3	60.4	69.1	72.2	76.0	87.4	83,3	94.0	92.1	V	90.9	95.7		97.1	95.3	94.0	84.7	89-8	6.96	88.0(f)	94.1	92-1	
Hardware	В	149.2	110.8	94.1	71.0	70.1	81.6	86.0	91.1	104.9	100.0	112.8	110.5		104°5	104.3		58.3	55.2	65.8	88.1	118.6	115-3	8.96	6.96	110.5	
	A	139.8	108.1	91.8	69.3	68.4	76.4	80.5	89.3	102.8	6.76	110.2	103.7		102.2	102.0		59.2	54.0	64.3	89.5	120.5	112.7	98.4		103.7	
Voor and Houth	ical and Month	September, 1929	, 193	•			p.	_	_	eptember,		-	_	1939	November	December	1940	January	February	March	April	May	June	July	August	· · · · · · · · · · · · · · · · · · ·	

(d) Revised to census trend. (f) Final figures.

. .

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

		Maritime			Prairie	British					
Year and Month	CANADA	Provinces	Quebec	Ontario	Provinces						
•					1 0 - 211000	1 COLUMNIA					
						·					
		Men's Clo	thing Stores	e(c)							
September, 1936	98,2	99.7	91.8	92.5	124.1	109.9					
September, 1937	107-5	100.0	108.7	108.1	106.7	109.0					
September, 1938	99.6	90.4	97.0	98.1	114.5	94.1					
September, 1939	115.5	104.4	114-2	110.5	144.9	110.8					
September, 1940	109.3	140.9	98.7	108.9	115.1	105.6					
1940						10),0					
April	101.6	119.6	103.5	101.5	95.4	89.9					
May	107.9	133-1	119.5	101.0	100.8	99.9					
June	118.6	142.8	128.1	115-1	105.4	108.2					
July	95.0(f)	136.0	91.7	92.7	87.1	93.2					
August	97.8	138.6	92.8	94.7	86.8	109.6					
September	109.3	140.9	98.7	108.9	115.1	105.6					
6 Change,											
September, 1940	- 5.4	+35+0	-13.6	- 1.4	-20.6	1 7					
September, 1939		1 733	13,0	7.4	-20.6	- 4.7					
6 Change,			1								
Jan Sept. , 1940	+13.8	+36.7	+10.0	+15.2	+ 5.9	+ 8.2					
Jan Sept., 1939		.50.	120.0	727.2	T 2.3	+ 0.2					
		. Women's	Clothing Sto	res							
September, 1936	93.9	84.1-	91.1		1 300 4	200.0					
leptember, 1937	99.2	101.3	95.4	91.5	100.4	102.2					
September, 1938	96.5	99.1	90.3	99.5	95-3	106.4					
Jeptember, 1939	110.4	108.3	102.7	97.7 111.0	93.4	100.8					
leptember, 1940	113.5	139.7	101.5	118.1	118.9	117.1					
.940	443.7	+37.1	101.7	110.1	107.0	122.7					
April	129.7	141.9	128.8	132.5	115.0	3250					
May	118.4	176.3	123-2	108.5	118.9	135-0					
June	116.8	151.4	121.2	111.0	108-7	130.2					
July	96.3(f)	127.2	91.1	94-5	93.7	131.9					
August	96.1	137.1	84.4	95.3	92.2	110.8					
September	113-5	139.7	101.5	118.1	107.0	122.1					
Change,		43701		770*7	101.0	122.7					
September, 1940	+ 2.8	120.0	7.0								
September, 1939	7 2 4 0	+29.0	- 1.2	+ 6.4	-10.0	+ 4.8					
Change,	*	•		•		4					
Jan Sept., 1940	+14.0	+29.2	+10.0	וזר פ	. 0 ,						
Jan Sept., 1939	474.0	TZ70Z	71010	+15.9	+ 8.4	+17-4					
	er de Maria stangentente etc. grant ge										
		Gracery	nd Meat Store	9.0							
entember 1036	06.0			The same of the sa							
eptember, 1936	96.8	(a)	89.2	96.3	115.3	97.7					
eptember, 1937 eptember, 1938	108.3	(a)	100.6	107.5	125.7	113.4					
eptember, 1939	106.9	(a)	103.5	106.3	120.1	101.0					
eptember, 1940	123.7	(a)	117.6	122.0	143.1	124.2					
940	114.0	(a)	107.8	112.7	(g)	(g)					
April	702 7	/ \	207.0	300 7	220						
May	123.1	(a)	127.0	123.7	112.4	123.1					
June	131.1 139.8(f)	(a) (a)	131.0	129.8	134.0	133.2					
July	139.0(1)	(a)	139-2	134.9	151.7	149.3					
August	130.1	(a)	105.9	115.3	134.3	130.0					
September	114.0	(a) (a)	115.8	128.9	157.1	146.7					
Change,	174.0	(a)	107.8	112.7	(g)	(g)					
September, 1940	7.0		0		, ,						
September, 1939	- 7.8	(a)	- 8.3	- 7.6	(g)	(g)					
Change,											
Jan Sept. , 1940	1.00			. 0							
Jan Sept., 1939	+ 9.2	(a)	+ 5.9	+ 8.4	(g)	(g)					
1 -/3/	-		1								

i) Figures for Maritime Provinces are withheld to avoid disclosing individual operations.
i) Final figures.
j) Includes men's furnishings.
j) Not available.

	(ii)	, , ,		1/h	A committee				1177. 1111111
1; .1; 11; 2	117.12.12.12	ALL MAN AND AND AND AND AND AND AND AND AND A	6 T. W. S. W. S. W.	11:51:1	7337377	1		and the second s	**************************************
:	144							* 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
		1	a separation was on the sea	a in mint the	A				
				e e e e e e e e e e e e e e e e e e e				the pro- entended to while to e-	and the second s
	.,				*			100	
						:		• 13	
eres Periodo		•		1	:			1	
								4 × - 5	
*								, -	• • • • • • • • • • • • •
			: : /		* .	:			
					•		*		
	1								
	-	•					,	•* •	
: • •		•							
		•			. "		. * 1 "		
·									
									and the second second
er tex ex									
24 5 4 6 5	1 9 7.00 6	4. 10 - 100		1 - 2-01 B	a kee may general	4, 6, 6, 8, 8	a Alame B		
4 11 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4									
					1.7		11.640		, expense expenses
ar \$ 10 . 4 . 4 . 4 . 4 . 4 . 4			9 3 7 1 W 41 4 1/12		A COMPANY OF THE STREET	, ,			
. :					1 . 1				
* **		•		:/			,		
•	i ,			. :	,				*
							٠.,		
							· .		
:	:		•	1	*: ;		7 1		
			:					1 1 1 1	
:					1.			5.75	
								1.	
		• "							
			: ,						and the second
									1
						1 4 % 5 *			p. es. (n)
				production of the second			4 20 - 40 2 24 15	/ 6	•
		• ' •		Figure					
								**	
					,				
				·				• 1	
						, ,		, , , , , , , , , ,	· · · · · · · · · · · · · · · · · · ·
	, , ,	, , , ,							
									1

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

STATE STATE OF MENT OF STATE AND THE STATE OF ST	The state of the s	eriter allender ritterat vir var var en en en en en en en				
		Maritime			Prairie	Desta
Year and Month	CANADA	Provinces	Quebec	Ontario	Provinces	British Columbia
					1 110VIIICOS	1 OOTUMDIA
1						
			ment Stores			
eptember, 1936		93.8	103.9	99.1	116.0	103.8
eptember, 1937 ··		101.4	118.5	105.9	103.9	111.0
eptember, 1938	104.4	92.1	113.2	107.5	97.8	104.0
eptember, 1939	119.3	101.6	125.1	119.1	120.6	120.1
ptember, 1940	115.6	115.4	122.5	117.2	108.5	119.2
April	107.1	300 0				
May	113.9	103.8	119.7	109.0	99.6	105.6
June	110.6	126.8	129.4	115.0	103.5	109.1
July	89.5(f)	119.1	124.0	111.9	99.8	111.2
August	101.6	110.8	102.5	86.2	84.6	104.0
September	115.6	115.4	122.5	101.1	89.7	124.8
Change,	,	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	162.9	117.2	108.5	119.2
September, 1940	- 3.0	122/				
September, 1939	- 3.0	+13.6	- 2.1	- 1.6	-10.0	- 0.7
Change,		*				
JanSept., 1940	+11.8	+20.1	+10.9	470 4		
JanSept., 1939	1220	720.1	+10.9	+12-4	+ 9.6	+11.0
					1	-
		Variety	y Stores			
Eptember, 1936 .	95.0	97.5	96.2	91.8	302 5	02.2
Eptember, 1937	99.8	107.1	104.5	96.8	103.5 99.2	93+3
Eptember, 1938	98.7	100.7	104.2	94.5	103.9	102.1
Eptember, 1939	107.7	110.2	118.7	100.9	106.5	111.3
Eptember, 1940	114.2	133.5	122.0	106.6	108.0	120.4
140		-55')	222.0	200.0	10010	140.4
April	95.9	97+3	104.8	92.1	86.9	101.7
May	114.5	120.2	134.4	106.2	104.1	109.6
June	121.6	131.6	141.8	113.9	106.7	114.1
July	115.0(f)	132.1	123.4	107.7	109.9	119.1
August	123.0	143.3	131.6	116.3	109.5	132.0
September	114.2	133.5	122.0	106.6	108.0	120.4
AChange,						
September, 1940	+ 6.0	+21.1	+ 2.8	+ 5.6	+ 1.4	+ 8.2
September, 1939	•	•				
Change,						
Jan Sept., 1940 Jan Sept., 1939	+14*7	+25.3	+13.2	+13.7	+11.6	+11.3
mair -Dept., 1737						
		Dear	Stores			
Sotonia 302/	200/	The state of the s				TO THE THE SHE SHE SHE SHE SHE SHE SHE SHE SHE S
Sptember, 1936	100.6	98.5	97.6	97-6	110.8	104.3
Sptember, 1937	110.2	108.2	108.9	108.4	114.3	117.0
Sptember, 1938 Sptember, 1939	107.6	101.0	104.6	105.4	116.5	114.0
Sotember, 1939	108.3	107.7	104.9	105.9	116.7	112.6
110	116.4	120.1	111.1	115.9	119.4	122.1
Tpril	107.8	110.8	112.6	106.0	106.2	100 3
May	111.5	115.4	111.2	110.5	114.2	108.3
June	109.2	111.5	109.0	110.7	104.6	108.8
July	112.1(f)	119.9	108.4	114.1	106.2	115.6
lugust	120.0	134-7	114.9	119.8	118.4	123.9
September	116.4	120.1	111.1	115.9	119.4	122.1
Change,						on a to 1 de
September, 1940	+ 7.5	+11.5	+ 5.9	+ 9.4	4 2 2	3 Q n
September, 1939	7 117	711.7	7 2.7	7.4	+ 2.3	+ 8.4
hange,	•				*	•
[anSept., 1940]	+ 6.7	+12.4	+ 4.4	+ 7.2	+ 5-3	+ 6.9
anSept., 1939		7 326.		11.0	, ,,,	1 0.7
	POTENTIAL TO THE SHE RECORD WITH HE WITH THE TOTAL THE SHE SHE SHE SHE SHE SHE SHE SHE SHE S				and the same of th	NOTICE THE SECURE WITH SECURE THE SECURE

⁽ Final figures.

en de la companya de la co

e Production of the region	A secondary for the secondary and the secondary		eration to a transfer			
, 3 % , 5 %						
	and the second s					
· · · · · · · · · · · · · · · · · · ·		· · · · · · · · · · · · · · · · · · ·	F 4 1.11 1 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		•	
						1
				•		
• •	•		•	•		· · · · · · · · · · · · · · · · · · ·
•		,	* :			
,		,	•			•
				•		
. •					•	1
•	1		*	1	•	
•	,		•			
•					•	
	4				,	
•	•	•			•	
					•	
			*			
			e e			* · ·
			,			
			,			
`.	•					
, `			•			
	*		•		,	
** * .	•	,	* **			
					,	
	:		*		,	
•	:	• .	•	•		•
•						
•		•				
ε.,	•	•			and the second s	
** .				•	*	
, , ,						• • • • • • • • • • • • • • • • • • • •
				*4		
	•••		•			
	* * * * * * * * * * * * * * * * * * *				•	
	to go to a constant of the second	•			•	
`						
•	,		•		,	
	•					
* •	•					
	· .					
`,						
: .						
			9			
v 1	•	•	¥			
						• *

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

SEPTEMBER, 1939, AND SEPTEMBER, 1940

(Based on sales of 20 firms)

TOTAL SALES, ALL DEPARTMENTS	SAME TO		September	September	% Change
Women's dresses, coats and suits 2,001,155 2,077,267 + 3.8		新書館の構造機能がある。 本の情報がある。 他の話の表示、他の話と思い起います。 おかけいだけでは、他の話を表示という情報を必要しまりません。 他の話とは、中心・他の意となった。 他の話となった。 他の意となった。 他の意となるなった。 他の意となるなった。 他の意となるなるなる。 他の意となるなるなるなるなるなる。 他のの意となるなるなるなる。 他の意となるなるなるなるなる。 他の意となるなる。 他の意となるなる。 他の意となるなる。 他の意となるなる。 他のの意となる。 他のの意となるなる。 他のの意となるなる。 他のの意となるなる。 他のの意となる。 他のの。 他のの。 他のの。 他のの。 他のの。 他のの。 他のの。 他の	3	1940 3	1940/39
Women's dresses, coats and suits 2,001,155 2,077,267 + 3.8		TOTAL SALES, ALL DEPARTMENTS	21 262 717	27 706 602	
Girls' and infants' wear		•	The state of the s	Edg EUO 072	
Hosiery and gloves		Women's dresses, coats and suits	2,001,155	2,077,267	+ 3.8
Lingerie and corsets 4	la l	Girls' and infants' wear	825,055	829,075	+ 0.5
Millinery	e	Hosiery and gloves	1,027,008	886,338	- 13.7
Women's and children's apparel(Total, 1-5) 5,095,480 5,025,096 - 1.4 Ken's and boys' clothing and furnishings 2,633,561 2,403,214 - 8.7 Drugs and toilet articles and preparations 531,132 533,536 + 0.5 Piece goods 664,638 683,711 + 2.9 1. Smallwares 664,638 683,711 + 2.9 1. Food and kindred products 2,050,027 1,637,565 - 20.1 1. Furniture (including mattresses, springs) 1,105,018 1,339,524 + 21.2 1. Home furnishings 1,410,897 1,634,459 + 15.8 1. Household appliances and electrical supplies 648,929 736,004 + 13.4 1. Hardware and kitchen utensils 604,636 735,967 + 21.7 1. Radios, musical instruments and supplies 392,125 345,591 - 11.9 1. Shoes and other footwear 1,753,445 1,661,721 - 5.8 1. Stationery, books and magazines 363,665 404,165 + 11.1		Lingerie and corsets	833,344	808,942	- 2.9
Man's and boys' clothing and furnishings 2,633,561 2,403,214 - 8.7 Drugs and toilet articles and preparations 531,132 533,536 + 0.5 Piece goods 1,803,310 1,628,296 - 9.7 Smallwares 664,638 683,711 + 2.9 Food and kindred products 2,050,027 1,637,565 - 20.1 Furniture (including mattresses, springs) 1,105,018 1,339,524 + 21.2 Home furnishings 1,410,897 1,634,459 + 15.8 Household appliances and electrical supplies 648,929 736,004 + 13.4 Hardware and kitchen utensils 504,636 735,967 + 21.7 Radios, musical instruments and supplies 392,125 345,591 - 11.9 Shoes and other footwear 1,763,445 1,661,721 - 5.8 Stationery, books and magazines 363,665 404,165 + 11.1		Millinery	409,918	423,474	+ 3.3
Drugs and toilet articles and preparations 531,132 533,536 + 0.5 Piece goods		Women's and children's apparel (Total, 1-5)	5,096,480	5,025,096	- 1.4
Piece goods	[0	Men's and boys clothing and furnishings	2 ₈ 633 ₈ 561	2,403,214	- 8.7
1. Smallwares	, #	Drugs and toilet articles and preparations	531, 132	533,536	+ 0.5
1. Food and kindred products	o	Piece goods	1,803,310	1,628,296	- 9.7
1. Furniture (including mattresses, springs) 1,105,018 1,339,524 + 21.2 1. Home furnishings	1.	Smallwares	664,638	683,711	+ 2.9
1. Home furnishings	1.	Food and kindred products	2,050,027	1,637,565	- 20.1
1. Household appliances and electrical supplies 648,929 736,004 + 13.4 1. Hardware and kitchen utensils 604,636 735,967 + 21.7 1. Radios, musical instruments and supplies 392,125 345,591 - 11.9 1. Shoes and other footwear 1,763,445 1,661,721 - 5.8 1. Stationery, books and magazines	1.	Furniture (including mattresses, springs)	1,105,018	1,339,524	+ 21.2
1. Hardware and kitchen utensils	1.	Home furnishings	1,410,897	1,634,459	+ 15.8
1. Radios, musical instruments and supplies 392,125 345,591 - 11.9 1. Shoes and other footwear	1. :	Household appliances and electrical supplies	648,929	736,004	+ 13.4
1. Shoes and other footwear	1.	Hardware and kitchen utensils	604, 636	735,967	+ 21.7
1. Stationery, books and magazines	1,-	Radios, musical instruments and supplies	392,125	345,591	- 11.9
	1.	Shoes and other footwear	1,763,445	1,661,721	- 5.8
1, All other departments, total 2,294,854 2,337,843 + 1.9	1.	Stationery, books and magazines	363,665	404,165	+ 11.1
	1,	All other departments, total	2,294,854	2,337,843	+ 1.9

.

. .

·

LIBRARY

30L 2 1013

COVI PULLA

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No. 10

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

OCTOBER 1940

Published by Authority of the Hon. James A. MacKinnon, M.P., Minister of Trade and Commerce.

OTTAWA

1940

Price \$1 a year

Single copies 10 cents

Table of Contents

1. Summary of Retail Sales in Canada, October, 1940

2.	Comparisons of Retail Sales in Canada for October, 1940, with Sales in Related Months, by Kind of Business	2
3-	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	3
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	4
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
5.	Department Store Sales in Canada, by Selected Departments, October, 1939, and October, 1940	3

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, OCTOBER, 1940

Further marked gains in Canadian retail trade were recorded in October, when composite figures for twelve lines of business were 12 per cent above October, 1939 and 16 per cent over September, 1940. Unadjusted indexes on the base 1930 equals 100 were as follows: 102.7 for October, 1940, 92.1 for October, 1939 and 88.9 for September, 1940.

Part of the increase over October, 1939 must be attributed to the extra day in October this year compared with last. After adjustment for the difference in the number of business days, and also for normal seasonal variations, the general index stood at 93.7, 8 per cent above the 86.9 recorded in October, 1939 and 3 per cent higher than the 91.0 shown for September of this year. Adjusted indexes for ten of the twelve individual lines of business included in this survey showed improvement in October, 1940 over September.

All lines of business for which statistics are available shared in the increase over October, 1939 but featured in the results are gains of 18 per cent in variety store sales, 24 per cent in candy store sales, 16 per cent in sales of both grocery and meat and drug stores. and 13 per cent in sales of women's clothing stores. Sales of hardware stores and music and radio stores were both up 10 per cent, while increases of 9 per cent were shown for sales of boot and shoe stores, men's clothing stores and restaurants. Department store sales were up 7 per cent and furniture store sales, 3 per cent over October a year ago.

Regional comparisons reveal that gains were generally widespread, with the Maritime Provinces continuing to report more substantial increases than those for other sections. Changes in the customary seasonal distribution of purchasing power in the Prairie Provinces resulting from the present regulations covering the marketing of grain are reflected to some degree in retail trade statistics for that region of the country. Department store sales in the Prairie Provinces were 8 per cent lower in October of this year than last; men's clothing store sales were down by 10 per cent while increases for other lines of business were generally smaller than those recorded elsewhere.

Corresponding-month comparisons on a regional basis are now available for boot and shoe stores and for jewellery stores, and a summary appears on page 2 of this bulletin. Jewellery store sales were higher in all parts of the country, averaging 12 per cent greater in October, 1940 than in the same month a year ago. Sales of boot and shoe stores were down 3 per cent in the Prairie Provinces, but recorded substantial gains in all other regions.

Comparative figures for department stores on a departmental basis show that increases for departments dealing in durable goods were generally higher than those specializing in soft merchandise. Sales of the furniture department were 20 per cent above October a year ago; household appliances and electrical supplies were up 18 per cent and home furnishings, 17 per cent. Sales in the radio and musical instrument department did not follow the same general trend but declined by 8 per cent below October, 1939.

Women's and children's apparel gained 7 per cent, increases for subgroups within this department as a whole-ranging from 4 per cent to 13 per cent. Sales of the men's clothing and furnishings department were down by 4 per cent.

It should be noted that a comparison of the trends in sales for specialty stores and for the corresponding departments of department stores is not altogether valid due to the diversity in content of the merchandise carried in the two types. It must also be remembered that the indexes of sales do not necessarily indicate the trend in business for individual commodities. For example, some of the stores in the radio and music classification sell items such as furniture or electrical appliances in addition to radios, pianos or other musical instruments.

Comparison of Retail Sales in Canada, for 1939 and 1940, by Kinds of Business

The second secon	THE RESIDENCE OF THE PARTY OF T	THE PROPERTY OF A THE PROPERTY OF THE PROPERTY	Colorado de ciscolocación de colorado de c	
Kind of Business	3	October, 1940 for - per cen- compared with	t	Cumulative Indexes
	October 1930	October 1939	September 1940	JanOct., 1940 JanOct., 1939
neral Index ots and Shoes ndy n's Clothing men's Clothing partmental ugs rniture occries and Meats rdware sic and Radio staurant riety	- 4.4 - 13.4 - 26.0 - 3.0 + 6.6 - 8.1 + 9.5 + 1.0 + 2.5 - 35.5 - 28.0 + 13.0	+ 11.5 + 9.4 + 24.4 + 8.8 + 13.3 + 6.7 + 16.1 + 2.9 + 16.1 + 9.9 + 9.9 + 9.9 + 17.8	+ 15.5 - 0.5 + 13.8 + 33.9 + 30.0 + 23.7 + 10.5 + 8.4 + 11.7 + 7.0 + 6.0 + 1.6 + 16.1	+ 10.9 + 8.5 + 16.7 + 13.0 + 14.0 + 11.1 + 7.7 + 15.8 + 9.9 + 7.2 + 23.1 + 8.2 + 15.1

er er ur ro ar us es

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores, October, 1939 and October, 1940

I supporte requirements and the supported and th	innelle vinnelle der der dem innelle dige die einstelle der solle der viel volle der versiert dem der de spisa Der des dem innelle der dem dem dem dem dem des des des des dem	
Dominu	Sales in Octo compared with sales	
Region	Boot and Shoe Stores	Jewellery Stores
Canada	+ 9.4	+ 11.9
lritime Provinces (lebec	+ 20.1 + 8.3 + 9.8 = 3.0 + 14.9	+ 21.7 + 10.3 + 11.6 + 9.3 + 17.0

. ., .-

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

ing(d)	0	108.0	D 9						- 4		- 21	- 6		'n	76.1					-					89.3	
α Ω	B	103-7	80.2	61.5	60.7	64.7	6-19	86.7	95.6	85.6	96.5	105.5		84.0	115.1										86.6	
Women	A	106.7												84.1	120.0										81.3	
O	O	146.2		- 4			9							80.1	è		4) F-	. ~	,i	9	9	-	9	89.7	<u></u>
Clothing(В	181.3		e.					4	_	-			100.9	36.			91		9					91.5	es.
Men's	A	186.5												101.0	141.3		91					- 4			85.9	
	S	114.4										5		59.0	6				- 6				¥		64.0(f)	
Candy(h	ದ	108.7	ó	0	$\dot{\circ}$	ó	ġ.	5		<u>-</u> i	å	2		9.65	6 c-fu								á		59.5	
	et.	109.8				. ^	2	ċ		0,1		-		43.7	20		à	9	à	9	~	0	6	à	56.4	4.
Shoes	9	122.3		- 44	9	- 6		sh					galletin a distribute	73.6	m					76.2			80.1	è	78.8	-
and	p	118.6	82.2	69.3	1.19	9*99	69.1	75.9	82.7	74.3				68.4	105.0					8008	- 10		- 6		9.06	
Boots	A	121.4		- 6	67-5	-								68.3									4		85.1	46
96. 3	5)	113.6		ô		ő	ń		ò	0	9	93.7		83.7	*		9	-	8	36.3	0	H	9.4	m	91.0	93.7
	n	122.8	85.2	72.9	72.2	75.4	78.3	83.7	89.2	86.1	94.8	101.9		88.2	4		0	m	2		· m	4.	o	82.1	94.4	101.9
General	4	127.0	91.9	75.6	72.0	77.5	81.0	90.3	93.4	87.0	92.1	102.7		88.5	4	was on who								88.6	88.9	102.7
Year and Wonth		October, 1929	1931	, 193	, 193	, 193	, 193	, 193	, 193	, 193	93	36	000	Normber	December	1940	January	February	March	· ······ Lizck	May	June	July	August	September	October

 ⁽c) Includes men's furnishings.
 (d) Revised to census trend.
 (f) Final figures.
 (h) Candy indexes are based largely upon returns from retail candy chains.

• ,

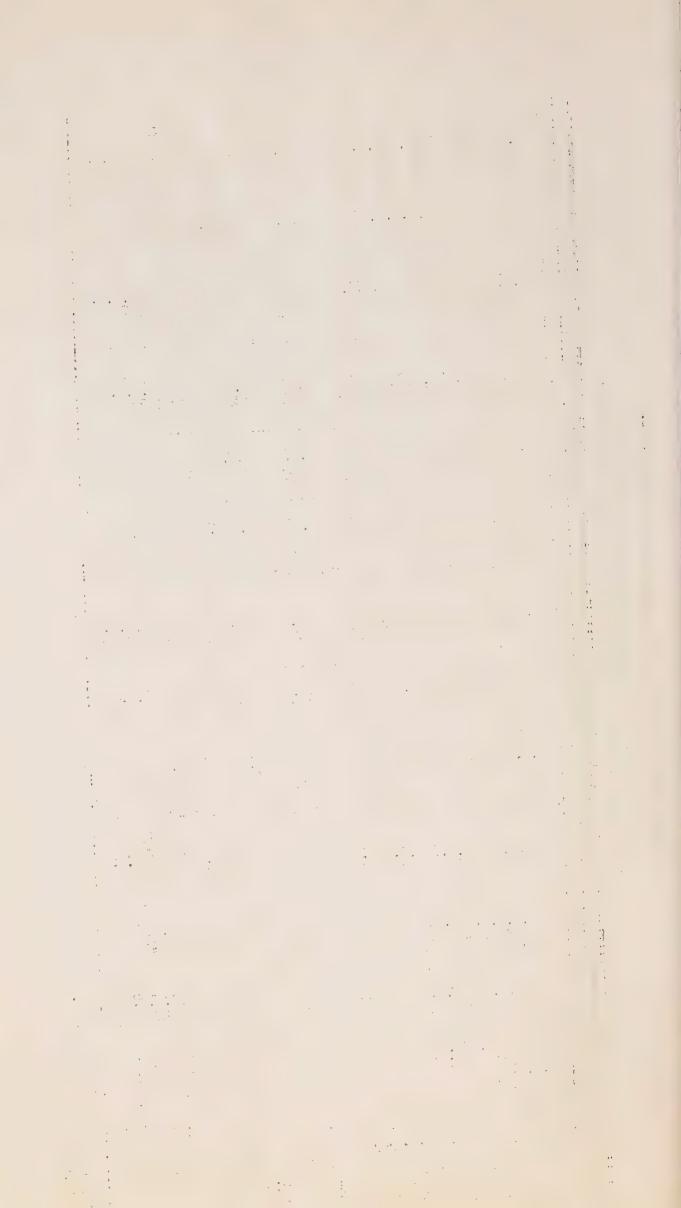
- 4 -

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

		Departments	8]		1							
Year and Month		4	1		nrugs(a)			Furniture	20	Grocerie	pripe aging	Moo + c
1 日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日		D	IJ.	A	В	Ö	A	В	O	<	ala Ta	S S S S S S S S S S S S S S S S S S S
Octoher 1929	7 865	000	1	1								
•	TCOOD	777	7.007	106.5	104.5	105.6	148.3	141.9	122.4	7 7 7 7 7	0 6/1	
•	1./.77	111.3	8.96	98.3	0.96	97.0	206.3	י רטנ	0110	0 0 0 0	חידד	0.711
*	94.4	88.4	76.9	91.0	0.4%	0	70	101		70.4	94.7	94.7
October, 1932	87.5	0.07	0 89	100			0.101	72.5	82.1	91.2	82.5	82.5
	10	1,00	200	+ · T O	1.00	80.9	65.5	63-3	54.6	76.6	72.7	40 0
•	7.70	300.0	0.0/	3.0	73.00	74.5	63.7	62. A	77,77	7	- 0	
	83.9	80.4	63.69	77.5	76.5	77.3	77.7	100		0.17	0.7/	72.8
October, 1935	87.6	83.6	72.7	1 < 0	0	7	2.00	0 *4, 7	000	75.3	74.4	74.4
	0 0	0 0	- (* 00	0.0	0.7	89.2	85.4	76.2	77.5	75.6	75.6
_	74.1		7.7.7	6.68	200	84.2	104.2	97.4	87.0	- 0	0 0	
	94.0	91.4	79.5	6.76	92.2	40.7	0 000				۲۰۱۱	6-11
October, 1938	87.9	88,9	77.3	0 0	7 5 0		0.507	7007	1.60	93.2	86.9	86.9
October 1939	0000	, 001		7	75.4	70.7	93.0	94.0	79.6	86.3	83.6	82.6
	TOO!	103.0	0.0%	92-7	93.4	91.6	104.4	107.2	6.06	86.0		
occoper, 1940	9.1.01	106.3	92.4	107.6	105.6	103.5	10%.A	7 70 6	000	000	7.00.0	3006
		**************************************		-			10101	T.00-7	30° C	ph-	1.001	100.7
1939				desire, er						- AST		
November	94.4	93.3	8	0								
December	144.1	747.	7 0	0.000	1.26	72. T	988.6	87.8	82.9	88.7	88.9	80.00
	1	7 - 7 - 7	2	4·27T		96.2	111.5		3	107.9	102.5	92.4
1940		territorio			A-embron		Mark of consistency					
January	64.2	62.6	86.0	OC CO	C 10	0	1	(
February	64.7	66.0	0 0	1:000	7000	73.7	59-0	58.5	88.7	87.4	800	92.0
7000	- 6	7,00	0.70	2.00	70.7	92.8	72.0	74.0	89.1	и с	30	
A COLL CITY COLL COLL COLL COLL COLL COLL COLL COL	0.7/	13.6	80.8	94.7	92.3	95,2	74.3	74.5	080	7 4 6 7	0,00	75.5
April	80.3	19.6	81.2	89.9	00,70	5.00	0		* 000	Cot OT	7.TOT	T00°5
May	85.4	84.4	82.7	0,00	0 00		77.0	74.7	03.1	9.1.6	99.4	97.5
June	83.0	83.9	2 1 8		~ C	- C	7-117	770-5	93.7	103.9	104.2	101.1
July	۲۰۲۹	, y	1 1 0	7	72.0	75+0	98.3	98.6	100.6	110.8	107.3	107.3(f)
Anonst	7 7 7 0			73.5	7203	96.1	4.08	79.7	103.6	92.1	93.0	
South on the second	T * 0 C	14.3	09.1(I)	100.0	95.6	97.6(f)	100.1	93.7	94.7(+)	703.2	93.6	7 LOL
- Indiana	0.7.0	92.7	89.2	97.4	101.5	99.5	66.1	105,6	-		0,0	7.70
October	107.6	106.3	92.4	107.6	105.6	103.5	107.4	706. 4		2000	1.00	7.96
	and the same of th			e sudbu		7.60	+ · · · · ·	TOOT O	30.0%	7007	7.001	100.7
	CALCAS CALCAS AND AND ACCORDING	Months and appropriate about the contract of					Ng ser-	dord				

(d) Revised to census trend. (f) Final figures.

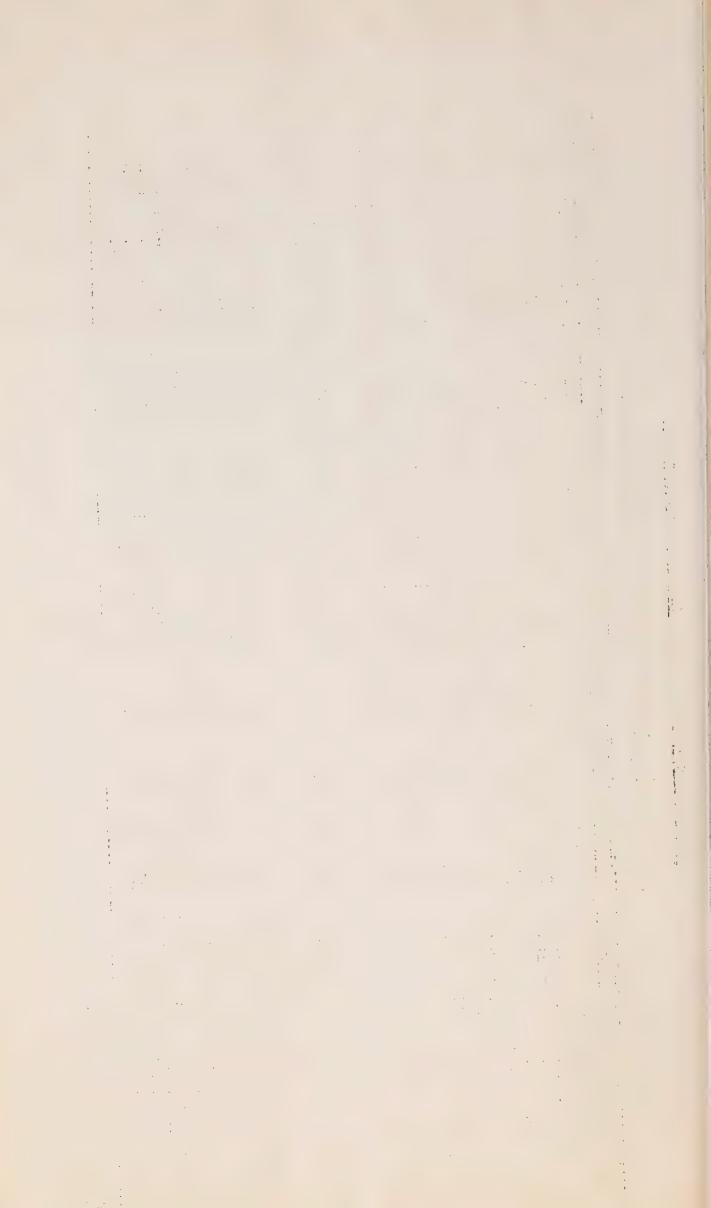


INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

	Variety	in B C	The state of the s	122.2 116	1 102.4 97.	98.6	82,4	0 0	7,70	04.4	88.1	92.2	96.5	96.0 924	4.6 100	1119:4 114.	200	7 199		301 7.73	7.70		*OOT 0 78	600	109.4 106.4 105.5	5 104.1 104.	9-101 6	100.0	20/07 717°
		O). F	, CTT	0,0	°9,	, m	, <u>r</u> .	/ L		200	*) L	50	100	0.40		•99	7-99		63.	62.	64	2	62,	63, 1(f)	63.3	65.	89)
		(t		1 2		0	58	55.	7,7		. 20	- CO		100	70.40		3.0 63.	69.0 67.7		25	3	3	2		62.7 63.7	1	69 1	3 77	- \
(dio(d)	7	Contract and the contract of t	ng or printer has belonging	000	10	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	45	ကိ	4.8	. J.	7 70		279	2	70.4		62		Billio (Barrel - Spanis - Span	77	94	78	78	82	106.0	00,	84	16	-
Music & Rad		E.S. Commence of the commence	Fortill have deviced	· ~		····		_	~						90.2	denne e della	79.3 78.0			<u>الر</u>	0	70	<u> </u>	9	94.3 96.4	0			
		Commence of the Commence of th	7.5	8.8	77.6	0 0	7.10	9.09	6.69	71.2	77.8	82.6	89.5	6.06	96.1		ထံ	7.26		97.1	95.3	94.0	84.7	89.8	25.50	88.0	94.3(f)	m.	٠
Hardware	A	STATE OF THE PERSON OF THE PERSON	-		in.	1	-	A	rithry year, i	1.1 Dec april	100 may	96.7 95.0		-2	112.3 110.5		.4 88.	102.0 104.3		59.2 58.3		<u> </u>	٢٧	رم 	-	4 1	5 97.	112.	3 110.
	rear and month	・ 日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日本の日	1929	1930	, 1931	1932	0000	3 1733	, 1934	, 1935	, 1936	, 1937	, 1938		October, 1940		, , , , , , , , , , , , , , , , , , ,	recember I.	1940		ary			•					October

(d) Revised to census trend.(f) Final figure.



UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 = 100)

 (ではかりますがたりではいるというというできょうかけるかり違いませんでは、本のなのののはないのでは、本の本ではいるというというできます。では、注いないまではいるというというというというというというというというというというというというというと	TO THE RESIDENCE PROPERTY OF SELECTION OF SE	THE RESERVE THE PROPERTY OF TH	THE RESIDENCE OF THE PARTY OF T	TO A TOTAL CALL TO	Dr. 1930 - 100	2)
Year and Month	CANADA	Maritime	2 at an employ sons and	-	Prairie	British
Control of the contro	THE ORIGINAL STREET	Provinces	Quebec	Ontario	Provinces	Columbia
pictifical de lacomonistrativament carcalicativament revolucia	a jaga ama amanda, ama aman aman amanda and an an	Men's Cl	othing Stores	s(c)		
October, 1936	11	116.1	128.6	137.1	175.5	1 126 0
October, 1937	143.3	123.8	135.9	150.4	143.3	136.0
October, 1938	120.2	103.0	104.7	113.9	173.0	114.9
October, 1939 October, 1940	134.0	122.2	114.4	131.6	192.3	126.0
1940	145.7	174.9	133.3	143.1	174.0	127.6
May	107.9	133.1	770 5			
June	118.6	142.8	119.5	101.0	100.8	99.9
July	95.0	136.0	128.1	115.1	105.4	108.2
August	97.6(f)	138.3	92.0	92.7	87.1	93.2
September	108.9	138.8	99.9	94.9	86.8	109.7
October	145.7	174.9	133.3	143-1	115.3	105.3
% Change,			200-0	147.7	174.0	127.6
October, 1940	+ 8.8	+43.1	17/ -	. 0 -		
October, 1939	, 0.0	T+C+T	+16.5	+ 8.7	- 9.5	+ 1.3
% Change,				·		
Jan Oct., 1940	+13.0	+37.3	170.0			
JanOct., 1939		421.5	+10.9	+14.1	+ 2.8	+ 7.2
	S ENERGY I OLIV OLIV CHENDE VIRGINIE PER L'ESPACE PAR L'E	AT THE VIOLENCE PROTECT OF THE THE THE THE THE	Apple of the second management of the second	PHAC HONORADINE FOR UNITED THE THEORY IN		THE PROPERTY OF THE PROPERTY O
Branch Commission Commission (Commission Commission Com		Women's	Clothing Sto	res		
October, 1936	132.9	127.4-	130.1	134.8	144.7	7.7.7.4
October, 1937	137.9	137.4	134.7	144.6	133.5	117.4
October, 1938	122.7	122.5	114.8	118.6	145.0	118.2
October, 1939	131.0	136.9	119.2	131.3	151.5	129.3
October, 1940	148.4	187.6	143.6	146.7	155.9	141.8
940				·		4,4,0
June	118.4	176.3	123.2	108.5	118.9	130.2
July	116.8	151.4	121.2	111.0	108.7	131.9
August	96.3 96.4(f)	127.2	91.1	94.5	93.7	110.8
September	114.1	137.1	84.2	95.7	93.1	121.9
October	148.4	187.6	101.5	119.4	107.1	122.4
Change			2,75,0	2.40.	155-9	141.8
October, 1940	+13.3	+37.0	+20.5	+11.7	+ 2.9	+ 9.7
Geange Jan. Set. 1940 Jan. Oct. 1939					2.7	T 7*1
Jan. =06t. 1940	+14.0	1-30 1	177 2	1222		*
Jan Oct. , 1939	414,0	+30.4	+11.3	+15.5	+7.6	+16.4
and the second of the second o	and the second s		The assertion to the state of t	NO. TOTAL HELP SEPTEMBER TO SEPTEMBER SEPTEMBE	Amende Legender, Lewisderste, Jap. Left. 18	P. DO TO THE STATE OF THE STATE
The second secon	and the state of t	Grocery a	nd Meat Stor	OS	terminaturian fastronescopis - rollersykkis mikerolikus i dagozopis- r	
October, 1936	108.4	(a)	105.4	109.7	113.6	104.5
October, 1937	117.5	(a)	113.5	117.5	124.8	120.6
October, 1938	108-8	(a)	110.9	109.5	107.2	99.8
October, 1939	109.5	(a)	109.6	108.0	115.4	107.5
Jctober, 1940	127.2	(a)	121.3	128.4	136.3	127.9
-940 Way	727 7	(-)	127.0	300 0		
June	131.1	(a)	131.0	129.8	134.0	133.2
July	139.8(f) 116.1	(a)	139.2	134.9	151.7	149.3
August	130.2	(a) (a)	105-9	115.3	134.3	130.0
September	113.8	(a)	115.9	128.9	158.0	146.7
October	127.2	(a)	121.3	128.4	130.3	115.5
h Change,	J. L. V L.	(a)	161.)	150.4	136.3	127.9
October, 1940	12/ 2		170 m	120		
October, 1939	+16.1	(a)	+10.7	+18.9	+18.1	+19.0
, Change,					-	•
JanOct., 1940	+ 9.9	(a)	+ 6.4	+ 9.4	+15.4	+18.1
JanOct., 1939	77.7					
Control of the Contro	William State Co. Williams Subserviores State	and the first state of the same of the sam	י פורים מודים או מודים או המודים או יפירים בי יפירים בי יפירים או	captivity to to threat convert a value to	raportos ascerdos son refer casoasen ascidas alexadas	controller i decreptioner i etc. compression della compressione

a) Figures for Maritime Provinces are withheld to avoid disclosing individual operations.
c) Includes men's furnishings.
f) Final figures.

1.

UNADJUSTED INDEX NUMBERS OF RETAIL SALES--(AVERAGE FOR 1936 - 100)

रक्षाच प्राक्षक के कांच्या प्राक्षक के काकान्यक ए के के के के विशेषक के काकान्यक के काकान्यक के	The color of the color of the service of the color of the	A COLUMN CONTRACTOR CO	Service and service control in the c	The second of th		eles Se destación destacion della destacion della destacion della de
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British
		THE COLUMN TWO IS NOT THE COLUMN TWO	carsamatics and all arrange and arrange and	OTT OCT TO	TIOVINCES	Columbia
		Denar	tment Stores			
October, 1936	126.1	116.5	Man der rate, at rate, same but resulting de later de la			
October, 1937	125.2	123.0	118.0	118.0	146.8	121.0
October, 1938	117.1	102.8	116.5	109.1	130.5 131.9	121.2
October, 1939	134.4	125.2	128.1	122.3	161.9	122.6
October, 1940	143.5	154.5	143.3	138.2	149.6	140.5
1940 May	113.9	126.8	300 4			
June	110.6	119.1	129.4	115.0	103.5	109.1
July	89.5	105.1	88.1	86.2	99.8 84.6	111.2
August	101.5(f)	111.0	102.5	101.0	89.7	124.0
September	116.0	115.8	123.1	118.9	107.4	119.0
% Change,	143.5	154.5	143.3	138.2	149.6	140.5
October, 1940						
October, 1939	+ 6.7	+23.4	+11.9	+13.0	- 7.6	+14.6
% Change,			-			
Jan0ct., 1940	+11.1	+20.6	+11.0	+12.7	+ 6.5	+11.4
Jan Oct., 1939			,42	7 44 4 1	T 0.5	· *****
		THE COLUMN TWO IS NOT	A STATE OF THE STA	iki metrosomeni alambarmakonur makelako sako kak	r dir ritir riti vidi vidi vidi vidi vidi vidi vidi v	White the planning with out a general source along
		Vari	ety Stores			
October, 1936	111.9	113.8	109.9	THE THE PERSON NAMED IN THE PERSON NAMED IN THE	300.0	700 0
October, 1937	113.9	119.7	115.6	111.5	122.9	102.3
October, 1938	109.8	111.6	118.9	103.6	122.3	107.9
October, 1939	112.3	111.6	118.5	106.9	121.4	111.7
October, 1940	132.3	153.0	139.6	124.5	137.9	122.7
May	114.5	120.2	134.4	106.2	104.1	100 6
June	121.6	131.6	141.8	113.9	106.7	109.6
July	115.0	132.1	123.4	107.7	109.9	119-1
August	123.2	144.5	131.6	116.4	109.6	132.0
September	114.0	133.0	122.0	106.5	107.4	120.4
% Change,	132.3(f)	153.0	139.6	124.5	137.9	122.7
October, 1940 -	+17.8	ר מכ⊥	1.77 9	176 5	122 /	
October, 1939	T11.0	+37.1	+17.8	+16.5	+13.6	+ 9.8
% Change,						
Jan Oct., 1940 Jan Oct., 1939	+15.1	+26.8	+13.8	+14.1	+11.8	+11.1
Street service concentration at the measurement of the concentration of	ाकः का प्राथमानकारम्बः प्रकार जानगर्कः कुर ग्रहाधनकर ब	্ব তেওঁ প্রক্রিক এক কেন্দ্র কেন্দ্র অক্রেন্দ্র অক্রেন্দ্র এক কর্ম	matrica produce recensar radionalmental, in statuto, campings recens		At the time of the control of the co	- Morphir HTTP Total Angles Have a plant and a sequent
- विकास कारण कारण कारण कारण कारण कारण कारण कारण	t stor Na auth milester viger for vestriger values of	merana a a a a Dri	ug Stores	, nimeronia de las una esperante de l'assign		
October, 1936	107.8	104.4	105.9	104.2	118.6	112.7
October, 1937	113.8	116.0	111.9	110.8	118.4	123.6
October, 1938	113.0	108.1 108.5	111.9	108.2	126.0	119.1
October, 1940	129.0	137.1	126.3	123.2	123.7	116.4
1940		-31 -				23744
May	111.4	115.4	111.2	110.5	114.0	108.5
June	109.1	111.5	109.0	110.7	104.4	108.8
August	112.1 119.9(f)	119.5 135.4	114.8	114.1	106.0	115.6 123.9
September	116.8	122.8	112.3	115.8	120.0	121.2
October	129.0	137-1	126.3	123.2	141.1	135.4
% Change,						
October, 1940 October, 1939	+16.1	+26.4	+11.8	+17.2	+14.1	+16.3
% Change,				-		
Jan Oct . 1940!		1747	1.50	. 0 3	1.1.2	
Jan. Oct., 1939	+7.7	+14.1	+ 5.3	+ 8.1	+ 6.3	+ 7.9
The same of the sa	COST TRANSPORTED A PROSEST TO THE SECOND	end parameter has the process and and the process and the proc	in an annual for the control of the	AND THE PROPERTY OF THE PROPERTY AND ADDRESS AND ADDRE		protein racidas, saltrati, ramear capitaliscolascida

⁽f) Final figures.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS OCTOBER, 1939 AND OCTOBER, 1940

(Based on sales of 21 firms)

gredition pergent	的的主要的"中心"生物的一个"中心"的"中心"的"中心"的"中心"的"中心"的"中心"的"中心"的"中心"的			
		October 1939	October 1940	% Change 1940/39
		\$	Ş	
,	TOTAL SALES, ALL DEPARTMENTS	24,622,978	26,102,684	+ 6.0
1	Women's dresses, coats and suits	2,790,988	3,012,326	+ 7.9
2	Girls' and infants' wear	1,085,751	1,227,994	+ 13.1
3.	Hosiery and gloves	1,202,580	1,245,321	+ 3.6
4.	Lingerie and corsets	1,083,073	1,130,836	+ 4.4
5.	Millinery	371,917	399,801	+ 7.5
6.	Women's and children's apparel (Total, 1-5)	6,534,309	7,016,278	+ 7.4
7.	Men's and boys' clothing and furnishings	3,690,461	3,546,602	- 3.9
8.	Drugs and toilet articles and preparations	536,734	584,375	+ 8.9
9*	Piece goods	1,950,106	1,993,546	+ 2.2
.0.	Smallwares	820,065	874,554	+ 6.6
1.1.	Food and kindred products	1,820,105	1,957,023	+ 7.5
2.	Furniture (including mattresses, springs)	1,195,926	1,435,652	+ 20.0
3.	Home furnishings	1,594,635	1,857,233	+ 16.5
4.	Household appliances and electrical supplies .	709,693	838,812	+ 18.2
5.	Hardware and kitchen utensils	686,437	789,995	+ 15.1
6.	Radios, musical instruments and supplies	431,281	396,038	- 8.2
7.	Shoes and other footwear	1,945,871	1,911,763	- 1.8
3.	Stationery, books and magazines	272,033	312,801	+ 15.0
1.	All other departments, total	2,435,322	2,588,012	+ 6.3
				Single difference (secularity)



; :

GOYT PUBNS

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 10

No. 12

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

DECEMBER 1940

Published by Authority of the Hon. James A. MacKinnon, M.P.,

Minister of Trade and Commerce.

OTTAWA

+ + +

1941

Price \$1 a year

Single copies 10 cents

Table of Contents

		Page
1.	Summary of Retail Sales in Canada, December, 1940	1
2.	Comparisons of Retail Sales in Canada for December, 1940, with Sales in Related Months, by Kind of Business	4
3.	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores	5
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores	6
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores	7
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	8
	(b) Department Stores, Variety Stores and Drug Stores	9
5.	Department Store Sales in Canada, by Selected Departments, December, 1939 and December, 1940	10

DEPARTMENT OF TRADE AND COMLERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

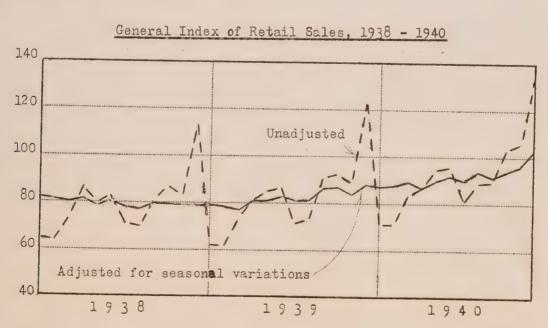
MONTHLY INDEXES OF RETAIL SALES, DECEMBER, 1940

General Summary

Heavy consumer demand for electrical appliances and equipment in anticipation of higher prices arising from import restrictions and new taxation schedules constitutes the outstanding feature of the retail trade of Canada during the last month of the year. Sales of specialty stores dealing in radios, musical instruments and electrical appliances and equipment were approximately 50 per cent higher in December, 1940 than in December of 1939 while the increase for the household appliance and electrical supplies department of department stores was only slightly less at 46 per cent. Moderate increases ranging from 3 per cent for shoe stores to 13 per cent for candy stores were recorded for other trades while composite figures for the twelve lines of business included in the monthly survey averaged 11 per cent above the level of December, 1939 and 28 per cent above November, 1940. The general index of retail sales on the base, 1930 equals 100, stands at 135.0 for December, 1940, 105.8 for November, 1940 and 122.1 for December, 1939.

Retail sales are normally considerably higher in December than in any other month of the year on account of the Christmas trade. On allowing for differences in the number of business days in different months and also for normal seasonal movements, the adjusted general index for December, 1940 stands at 102.4, compared with 95.9 for November, 93.7 for October, 90.8 for September and 87.9 for December, 1939.

The gain in sales in December, 1940 over 1939 was about on a par with the average spread recorded between the two years during earlier months, cumulative figures for the twelve-month period of 1940 averaging 12 per cent above the preceding year. This increase in dollar volume must be attributed in part to an increase in the quantity of goods sold and, in part, to a rise in price levels but it is impossible to say to what extent each of these two factors affects the results for the retail trade as a whole. The Bureau's retail food prices index averaged 5 per cent in 1940 than in 1939 while dollar sales of grocery and meat store sales were up by 10 per cent indicating that higher prices and increased quantities of food products sold were about equally important in producing the higher dollar volume. An increase of 8 per cent in retail clothing prices compares with gains of 14 per cent and 15 per cent in dollar sales of men's and women's clothing stores respectively, indicating a somewhat similar relationship in the relative importance of the two factors.



The second of th

All sections of the country reported increased business in 1940 over 1939 but gains were more pronounced in the extreme east and west than elsewhere. Composite figures for six lines of business for which data on a regional basis are now available serve to give some idea of the general trends and show that sales in the Maritime Provinces were up about 17 per cent in 1940 over 1939 while British Columbia trade was up by 14 per cent. Sales in Ontario were up 12 per cent; the Prairie Provinces, 10 per cent and Quebec, 9 per cent.

Results for Individual Trades

Shoe store sales gained 3 per cent in December, 1940 over December, 1939 and were up 15 per cent compared with November. The small increase over December, 1939 and the less than seasonal increase from November is a result of the marked activity in this trade during November arising from the cold weather prevailing during the latter part of the month and the consequent transaction of a considerably pertion of the normal December business during the earlier period. Annual sales for 1940 averaged 11 per cent above 1939.

Candy store sales increased 18 per cent above Docember, 1939 and gained by more than the usual seasonal amount from November, the seasonally adjusted index advancing from 70.7 for November to 75.2 for December. The annual totals were up by 18 per cent from 1939.

Men's clothing store sales were up 12 per cent from December, 1939 and increased 25 per cent over November, the seasonally adjusted index rising from 94.9 for November to 99.7 for December. Sales for the year were up 14 per cent from 1939. Results on a regional basis show the Maritime Provinces leading both in the December and annual comparisons. Percentage increases in December, 1940 over 1939 for the various economic divisions with the annual results in brackets are as follows: Maritime Provinces, 19 per cent (33 per cent); Quebec, 14 per cent (13 per cent); Ontario, 13 per cent (15 per cent); Prairie Provinces, 6 per cent (5 per cent) and British Columbia, 8 per cent (8 per cent).

Women's clothing store sales gained 14 per cent over December, 1939 and were up by 31 per cent over Nevember, the seasonally adjusted index rising from 94.9 for Nevember to 99.7 for December while the annual totals were 15 per cent above the level of 1939. Regional increases for the month and for the year are as follows: Maritime Provinces, 17 per cent (29 per cent); Quebec, 21 per cent (13 per cent); Ontario, 13 per cent (15 per cent); Prairie Provinces, 6 per cent (10 per cent) and British Columbia, 13 per cent (17 per cent).

Department store sales increased 11 per cent ever December, 1939 and gained 39 per cent from November, the seasonally adjusted index continuing the upward trend evident in earlier ments and rising from 98.1 for November to 101.0 for December. The annual totals were up by 12 per cent. Department store sales registered larger increases in the Maritime Provinces than in other sections both for the menth of December and also for the entire year. Increases for each of the five divisions of the country for the menth and for the year are as follows: Maritime Provinces, 20 per cent (20 per cent); Quebec, 9 per cent (11 per cent); Ontario, 12 per cent (13 per cent); Prairie Provinces, 8 per cent (9 per cent) and British Columbia, 14 per cent (13 per cent).

Drug store sales averaged 15 per cent higher in December, 1940 than in December, 1939 and were up 39 per cent from November, the seasonally adjusted index rising from 99.8 in November to 114.2 in December. Sales for the year were up by 9 per cent. Regional figures show the Maritime Provinces leading, both for the month under review and also in the annual totals. Increases for the month and for the year follow: Maritime Provinces, 24 per cent (15 per cent); Quebec, 22 per cent (7 per cent); Ontario, 12 per cent (9 per cent); Prairie Provinces, 12 per cent (7 per cent); British Columbia, 13 per cent (9 per cent).

Furniture store sales gained 16 per cent over December and were 32 per cent higher than in November, the seasonally adjusted index rising from 89.7 for November to 113.9 for December. Sales for the year were up by 16 per cent.

Grocery and meat store sales increased 5 per cent over December, 1939 and were 8 per cent above the level of November. The comparatively small increase over December of 1939 must be attributed to the fact that there was one more Saturday in December, 1939 than in December, 1940. On making allowance for differences in the number of business days having regard to differences in the sales importance of different days of the week and on making allowance for the usual seasonal movements, the seasonally adjusted index of grocery and meat store sales moved upward from 99.2 in November to 106.9 in December. Results on a regional basis are as follows: Quebec, 2 per cent (7 per cent); Ontario, 7 per cent (10 per cent); Prairie Provinces, 5 per cent (15 per cent) and British Columbia, 6 per cent (17 per cent).

Hardware store sales gained 16 per cent over December, 1939 and were also up 16 per cent from November, the seasonally adjusted index advancing from 101.0 in November to 111.5 in December. Annual sales for 1940 were up 9 per cent from 1939.

Music and radio store sales gained 49 per cent over December, 1939 and were up 52 per cent from November resulting in a pronounced rise in the seasonally adjusted index from 72.1 in November to 102.8 in December. Annual sales were 26 per cent above 1939. The music and radio classification includes stores selling radios with or without musical instruments and in which stocks of electrical appliances are also generally carried. Marked increase in December sales reflects the heavy demand for electrical merchandise before the rise in retail prices resulting from the new excise tax of 25 per cent on the manufacturer's price took place.

Restaurant receipts gained 7 per cent over December, 1939 and were also 7 per cent higher than in November, 1940. The gain over November was about in line with the usual seasonal movement, the seasonally adjusted index advancing from 71.6 in November to 71.9 in December. Annual sales were up 8 per cent over 1939.

Variety stores transacted 11 per cent more business in December, 1940 thin in 1939 and gained 83 per cent over November, the seasonally adjusted index advancing from 116.5 in November to 120.3 in December. Sales for the year were up 15 per cent. Results on a regional basis show the following increases for the month under review and for the year: Maritime Provinces, 23 per cent (27 per cent); Quebec, 8 per cent (13 per cent); Ontario, 12 per cent (14 per cent); Prairie Provinces, 7 per cent (11 per cent) and British Columbia, 4 per cent (10 per cent).

Results for jewellery stores are not incorporated in the general indexes of sales but returns from a sample number of stores in this trade indicate that December business was 13 per cent above December, 1939. The Maritime Provinces reported a gain of 17 per cent, followed by Ontario with a 15 per cent increase. Sales were up 14 per cent in British Columbia, 11 per cent in Quebec and 6 per cent in the Prairie Provinces.

	Kind of Business	t or	December, 1940 per cent compa	ced with	Cumulative Indexes
	TATA OF DADINOSS	December 1930	December 1939	November 1940	JanDec., 1940 JanDec., 1939
	General Index	+ 7.6	+ 10.6	+ 27.6	+ 11.6
	Boots and Shoes	- 15.3	+ 2.6	+ 14.7	+ 10.5
	Candy	- 15.4	+ 18.4	+122.8	+ 17.6
	Men's Clothing	+ 40.5	+ 12.2	+ 25.1	+ 14.1
	Women's Clothing	- 11.5	+ 13.9	+ 30.8	+ 15.0
	Departmental	+ 10.8	+ 11.2	+ 39.4	+ 12.2
	Drugs	+ 29.0	+ 14.9	+ 39.1	+ 8.7
	Furniture	+ 14.2	+ 16.4	+ 32.2	+ 15.5
(Groceries and Meats	+ 7.6	+ 5.0	+ 7-6	+ 10.1
. 1	Hardware	+ 8.1	+ 16.4	+ 15.7	+ 9.0
1	Radio and Electrical	- 20.0	+ 49.0	+ 51.5	+ 25.6
1	Restaurant	- 22.1	+ 6.8	+ 7.3	+ 8.1
1	Variety	+ 22.5	+ 10.8	+ 82.8	+ 14.9
		·	•		

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores December, 1939 and December, 1940

	Sales in December, 1940 compared with sales in December, 1939									
Region	Boot and Shoe Stores	Jewellery Stores								
Canada	+ 2.6	+ 12.5								
Maritime Provinces	+ 14.4	+ 17.1								
Quebec	<u>-</u> 5.2	+ 10.8								
Ontario	+ 6.4	+ 14.6								
Prairie Provinces	- 12.7	+ 6.0								
British Columbia	+ 8•5 ·	+ 14.2								

ting the second of the second

and the second s

the control of the co

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

8.5	State Door	East Mary 1										5	-											
11	20		L- 4	* .	5 10	17	m.	2 /2	, ,		76.1	2		r's	51	<u>.,</u>	5. 0	- , _	') \1 ,-	د م د	2 15		88.8	~
- 11	2	n!	ON	Ö -	1 a	-	126.0	Č ~	. 0	9	115.7	j		m.	Ŏ,	-1 -	~ -	<u> </u>	1 ~	• •	3 3		98.6	142.7
	omen	(D)	1,72.1	+ 0 TV	131, 1	129.2	128,1	108.7	111 4	111.1	120.0		,	221	·- ·	Š.		2 -			٠.	. 3	104.5	9
		۰ اد	no	1	· 📥	m's	, å	• •	• •	· .	82.1		(v) L	٠ ،	<u> </u>	1 \ C	, ,	, ,		-			9
Clothing	2										156.5		0	VI L	à c) (110	-	١١٥	. ~	•	4.	119.6	*
len g		c 40t	12.9	94.7	84.1	700	$\sum_{i} C_i$	22	000	0, (158.6		5	30 C	7.00	2000	85,2	93.6	5.0	600	84.8	14.	126.8	λα.
1)	C		36.5	82,3	66.1	0.00	64.3	61.0	64.8	7.4.v	75.2												70.7	
Candy(h	B						119.7				145.2												59.4	
And Company of the Co	A						116.8						42.7	56.6	92.3	46.6	63.1	49.9	49.2	62.1	56.4	63.8	61.5	131.0
Shoes	Ü	. <	4	0	0 1	å	77.5	0	3 -	، د		- Control Cont	å	6	. Lå	ŝ	20	~	ċ	0,1	9.0	~	7 000	: 1
s and	В	160.7	131.9	124.9	7.00	1.5% T	121.0	111.5	13/10	105.0	114.8		53.6	42.3	61.0	80.0	ر ښ ښ	105.4	76.9	67.3	90.5	86.3	2.16	
oot	A						117.2						53.0	41.1	62.8	80.3	88	108.4	76.1	3.5	0 c	07.4	7.96.7	
X	C	108.9	95,7	2,12	1 0,74	71.2	74.4	26.00	18.6	87.9	102.4		36.8	87.5	88°3	86.4	89.3	6.16	4 /	73.6(£)	20.00	73.7	7.5.7	
Ind	B acceptance of	0	2	12	C 2		10																139.4	
General	A. Carried	£.	0	8			98.6				135.0		70.8	71.2	× × ×	86.5	74.7	20.0	- v	0 0	100.9	ν ο υ ο υ ο υ ο υ ο υ ο υ ο υ ο υ ο υ ο	135.0	
The state of the s	lear and Month	cember, 192	30	cember 1932	193	, 193	December, 1935	193	, 193	ecember, 193	e-fe	1940	anus	rebriary	March	Mary Carlo	ANY ANY AND	A [1]	August	September	October	November	December	

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

CLIM, CLICOLOGICATION DESCRIPTION OF CLICAL SECURITION OF CLICAL SECURITIES OF CLICAL SECURIT	De	Denartmenta	CONTRACTOR CONTRACTOR DESCRIPTION OF THE CONTRACTOR OF THE CONTRAC	Committee of the commit	Dringer			ICO, SELECT OF COMPLETE TO ACT PROGRAMMENT OF THE ACT O			STATISTICS CONTRACTOR CONTRACTOR CONTRACTOR	BERTON THE STATE OF THE CHARLES OF T
Year and Month	A STATE OF THE PERSON NAMED IN	Q	AND MINISTER CRIMEN	Section Notation	1 465 W	The Particular Control of the Particular Con	Com Comment of the Co	rururung	The Control of the Co	[Groceries	and	Meats
C. L. C.	L'annual de la constante	Carrie of the Contract of the	The second secon	A COMPANY STA	n n	D	A	. B.	ຍ	A	В	C. Company of the Com
											Water School State of School State of S	· Contraction of the second second second
December, 1929	154-1	158.3	104.2	116.9	117.7	103.3	141.9	145.6	115.6	7.27	0 0 1	
December, 1930	144.7	144.0	94.7	109.0		94.4	7.2.1	172.6	0 000	2000	7 200	750
Dacember, 1931	128.2	127.0	82 6	0 000		× 00	- 1	777	7.00	102.3	ζ.,).OT	100.4
^	1000	7 7 7 0	0.00	6-50T		4.40	98.5	97.5	78.0	92,8	94.3	88.2
^	30.0	45:0	6.29	8.16	- 9	77.0	61.8	59.8	51.1	82.1	75.6	4.07
~	102.4	103.1	67.8	87.9	- 6	75.2	63.7	63.8	56.9	78.6	7 7 7	0.07
December, 1934	11.4.3	115.5	76.0	91.1		200	296	20,00	000	0000	7.1	0.60
December, 1935	116.5	119.6	74.8	L 76		82.0	2 - 2	2 0	000	500	73.0	2 29
	8 961	706 7	7 84	1000		7,00	7.10	T - 50	12.0	80.4	84.0	75.7
47	י י י י י י	1,000	0,00	10%01		2,90	100.4	99.4	89.5	91.4	93.1	83.00
0	1,720.1	133°5	\$5.00	115.3	2	90.9	99.1	100.5	90°5	104.1	1,011	1000
09	131.5	127 4	78.2	113.4	108.4	87.4	6.96	93,8	80.1	701	1077	0000
December, 1939	144.1	145.1	89.0	122.4	9	0,76	א ררר	α	1 7 7 7	TOT	73.6	4.40
1910	160 2	7 076		, 000	•	7 00 1	C-TTT	0.111	75.0	70.7.3	102.5	92.4
	Cinnt	0 *4,07	70707	140.0	141.6	114.2	129.8	133-3	113.9	113-3	118.7	106.9
T / the												
January	64.2	63.6	86.0	88.4		93.9	59.0	78, 7	88.7	84 7	28	0
February	1.79	66.2	82.8	86.7		92.00	72.0	7.07	000	+ 1	0000	92.0
March	72.8	73.6	80.8	7. 19		0 70	0.12) \ - c	T		75.3	72.5
Anti	200	7 02	2 (2	- 0		2.00	7:50	(4.)	1.60	104.5	101.2	100.2
	1 2	0.00	7.TO	07.7		75.1	93.8	92.9	83.7	9.16	4.66	97.5
Taria	4,00	37.470	1.70	92.9		94.7	117.2	116.2	93.7	103.9	104.2	101,1
יייייייייייייייייייייייייייייייייייייי	03.0	33.9	81.4	91.0		95.8	98.3	90.06	100.6	110.8	107.3	107.3
or hard	T - 1,0	6.99	87.5	93.5		1.96	80.4	7.67	103.6	92.1	92,0	0.40
August	76.1	71.3	89.1	100.0		97.6	100.1	93.7	94.7	103,2	93,6	101 7(4)
September	87.1	92.8	89.2	97.2		99.3	99.1	105.6	. co	90.00	200	1111100
October	107.6	106.2	92.3	107.3		103.2(f)	108.1	107.2	0000	100	7.00	7.00
November	115.0		98.1(f)	101.1	99.8	99.8	98.5	1 7 7 5	89.7(+)	0.001	7000	7000
December	160.3	164.6	101.0	140.6		2,71	2006	722.2	1170 666	2000	70000	73.66
)		7.1.77	0./77	C.CC+	173.7	113.3	1.001	100.9
	STATEMENT TO STATEMENT OF THE PERSON OF THE	A SHEET SAME SOUTHWAY SHEET STREET STREET	A MAN AND AND AND AND AND AND AND AND AND A	And an analysis of the party of	The state of the s							

(d) Revised to census trend. (f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

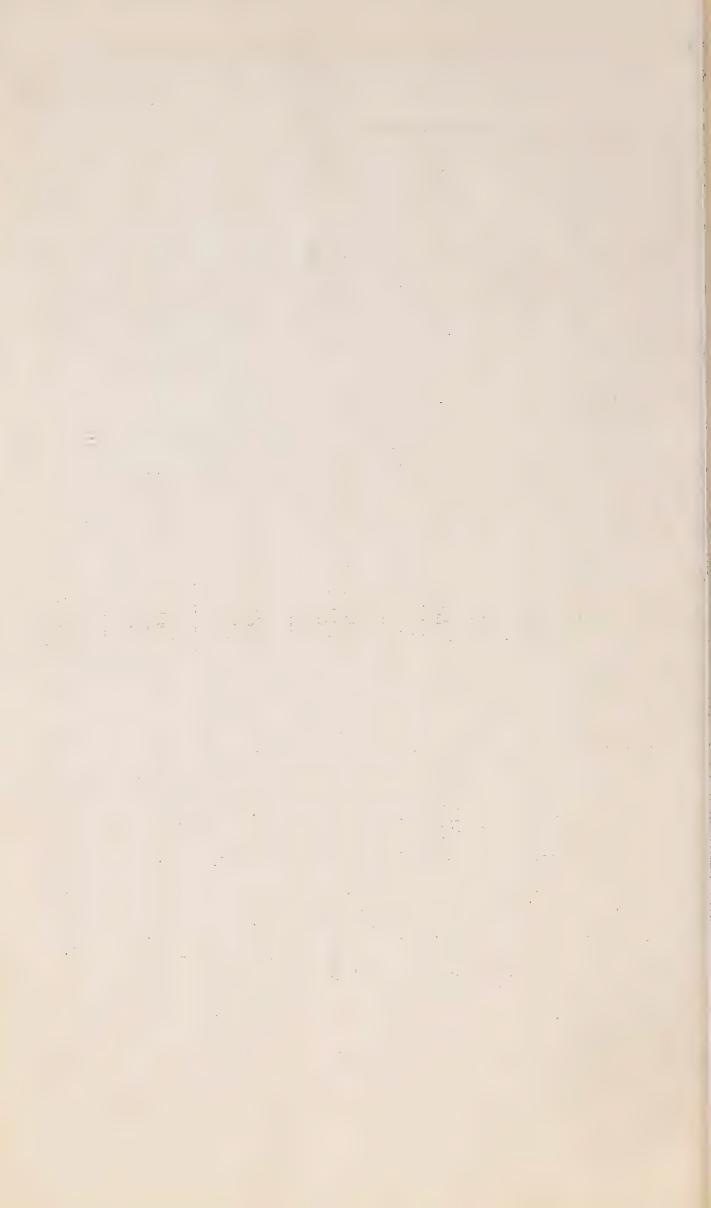
	THE COMPANY OF THE CO	٥	108.5	101.5	98.1	74.9	76.0	83.8	86.6	93.9	102.3	106	7 101	120.3			105.5	103,3	108.7	8.66	103.3	103.3	104.1	110.4	9.711	114.6	116.5(f)	120.3
	variety	n	200.8	187.8	181.4	138.6	140.5	155.1	169.7	184.1	2004	176.7	100	235.8	}		67°5	74.3	91,3	86.9	103.3	106.4	104.1	101.5	109.2	119.2	117.7	255.0
		Ť	194.2	186.0	180.4	147.7	145.2	159.6	164.0	183.0	188,2	188.0	205.7	227.9		,	67.1	72.1	93-9	86.3	103.1	109.4	103.5	110.9	102.6	110.9	124.7	6-1-3
(4)	-1		108.8	91.0	75.9	58.9	54.2	58.0	63.7	68.8	65.6	61.6	66,4	71.9			63.3	63.7	64.1	62.4	- 1	63-1(f)	63.3	65.3	500.3	4.60	0.17	1.1
Restaurants	2		111.0	92.8	77.4	1.09	55.3	59.2	65.0	70.2	6.99	62.8	67.7	73.3		C	20.7	7.79	1.29	0.5.0	63.7	03.7	2.50	2.69	17.1	4.60	72.2	0
Re	A		111.7	94.6	78-9	62.0	56.4	60.1	65.4	71.5	68.4	64.8	0.69	73.7		0) a	20.00	2.50	7.70	1.00	1.70	4.00	4.1.	0.60	0.00	73.7	~
ice1(d)	O		117.9	100.00T	63.5	T - 24	41.1	50.2	20.0	t°./.0	64° &	0.29	0.69	102.8		7 14	74.5	7000	1.00	1 1	C.20	לי ע לי ע	100	76.2	72 7(4)	72 1	102.8	
and Electri			7367	4.0.7	0.901	7,00	040	2000		73.0	4.70	02.0	95.2	141.8		77	4.00	c c y	27.77	7 0	10.40	200	7 0	200	- « • • • • • • • • • • • • • • • • • • •	0.00	141.8	
Radio a	A	707	174.1	100.6	0 0 9 1 0 1 0 1	67.63	103,00	ς α <u>τ</u>	7.00	24.00	0,00	2000	73.0	138.6		57. 5	70.0	0 0 1 9	75.7	0 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 -	6.06	67.4	0.69) (C	92.3	97.7	138.6	
	೮	0 001	7.057	80.7	20.5	74.0		70.00	77.7	- a	0 0	† t	1201	111.5		1:16	95.3	94.0	84.7	80.68	97.5	88.0	94.3	94.0	98.4(f)	101.0	111.5	
Hardware	В	138.0	108.2	90.4	2000	200	707	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	84.8	90° 7	0.00	0000	TO+07	121.5		58.3	55.5	65.8	88.1	118.6	116.0	8-96	97.1	112.8	113.1		121.5	
	A	134.7	109.8	91.7	1.65	63.1	77.6	79.6	86.4	1.26	95.6	0 201	LOC'S	7217		59.2	54.0	64.3	89.5	120.5	113.4	98.4	102.5	105.8	115.0	102.6		
Year and Month	ALOUE ALOUE AND ALOUE AL	December, 1929		December, 1931	6 04	. 0		December, 1935		December, 1937		• (7%	۳ ص	1940	January	February	March	April	May	June	July	August	September	October	November	December	

(d) Revised to census trend.(f) Final figures.

INACCUSTED INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1936=100)

explored on the second contract of the second	್ ಸರ್ಕಾರ್ ಕರ್ಮಾನ ಗಾಮಾ ಕರ್ನಾರ್ ಆಗ್ ' ಸರ್ಕಾರ ಸಂಗ್ರಹಗಳ ಸಂಗ್ರಹಣ	A SECTION OF THE PROPERTY OF T	The second secon	AVERAGE P	UR 1930-1110)	1
Year and Wonth	Canada	Maritime	THE RESERVE OF THE PARTY OF THE	A PRINTED BROKEN BOOK TO THE THEORY AND	Prairie	British:
A COURT CALL TO THE COURT OF TH	The Called a management	l Provinces	Quebec	1 Ontario	Provinces	
CONTRACTOR CONTRACTOR CONTRACTOR CONTRACTOR AND		Ments Clo	thing Stores	s(c)		
December, 1936		177.9	151.8	174.5	T CO	7.00
December, 1937		187.8	164.9	181.3	150.4	182.1
December, 1938 December, 1939		175.8	144.3	174.1	151.1	174.3
December, 1940		213.4 254.7	150.5	188.9	173.4	187.5
1940		274.1	171.6	213.1	183-1	202.2
July	95.0	136.0	91.7	92.7	87.1	02.0
August	97.5	1.36.5	92.0	94.9	86.8	93.2
September	1.07.5 145.5(f)	135.0	99.1	107.1	110.9	105.3
November	160.7	169.1	133.3	145.5	167.5	126.6
December	201.0	254.7	171.6	160,7	183.3	133.6
% Change,	150 M			1 -10.7	702.7	202.2
December, 1940 December, 1939	+12.2	+19.4	+14.0	+12.8	+ 5.6	1 7 0
% Change,	- Patrice States	in-properties of the control of the		112.0	7 200	+ 7.8
Jan Dec. 1940	+14.1	133.0				
Jan Dec. , 1939	714.1	+33,0	+12.8	+15.2	+ 4.8	+ 8.4
execution for the control of the control of the control of the same	ನಡೆಯ ತನ್ನ ಪರೀ ನಿರ್ಣಕ್ಕೆ ಪ್ರವಹ್ತಗಳ ಪ್ರವಹ್ತ ನಿರ್ಣ ಕ	The Control of Control of Proper Association Section 1999			The same supposed by the same same	्रेटिनेस्कार स्टार्ट, के बदानकारण, जेल्काल क ारण
#EXAMPLARED ACTIVIDATE TO CONTROL TO CONTROL OF CONTROL CONTRO	e partie de la company de la c	Women's	Clothing Sto	res		•
December, 1936	152.6	156.8-	142.0	160.1	146.9	148.2
December, 1937	156.4 156.0	189.8	143.6	164.3	145.7	144.7
December, 1939	1.68-5	179.7 212.5	138.0 149.5	161.8	155.0	146.1
December, 1940 ,,	192.0	248.9	180.5	177.6	168.2	156.8 177.3
1940				200 %	11110	+11.0
July sonocooo	96-3	127.2	91.1	94.5	93-7	110.8
August	96.4	137.1 141.5	84.2	95.7	93.1	121.9
October	148.2(f)	187.7	101.6	119.1	107.1	124.9
November	146.7	199.1	125.9	150.0	163.3	140.7
December	192.0	248.9	180.5	200.7	177.8	177.3
% Change, December, 1940						
December, 1939	+13.9	+17.1	+20.7	+13.0	+ 5.7	+13.1
% Change	a vicinita de la companiona de la compan			ч		•
Jan. Dec. 1940	+15.0	+29.1	+13.0	÷ 14.7	+10.2	+17.4
Jan Dec., 1939	and the summer of the section of the			,	140 * 2.	721.4
Elline Observation (all managers) and the contract of the cont	TO CONTRACTOR THE CONTRACTOR	Grocery a	nd Meat Stor	es		- AND THE STATE OF THE STATE OF THE STATE OF
December, 1936 . ,	115.2	(a)	109.8	117.9	110.9	129.1
December, 1937	131.3	(a)	126.7	133.8	127.5	141.7
December, 1938	128.1 136.1	(a) (a)	131.9	134.9	108.4	108.1
December, 1940	142.9	(a) (a)	135.6	139.7 149.5	129.3 135.7	129.4 137.0
1940			23117	2000	20/1	77140
July occessor	116.1	(2)	105.9	115.3	134.3	130.0
August	130,2(f)	(a)	115.8	128.9	157.8	146.7
October	113.8	(a) (a)	107.8	112.6 128.5	130.3 136.1	115.5 127.5
November	132.8	(a)	125.5	137.6	135.0	130.5
December	142.9	(a)	137.9	149.5	135.7	137.0
% Change,			The state of the s			
December, 1940 December, 1939	+ 5.0	(a)	+ 1.7	+ 7.0	+ 4.9	+ 5.9
% Change,				•	4	•
Jan. Dec. 1040	+10.2	(a)	+ 6.6	+10.2	+1.4.6	+17.1
JanDec., 1939	error at six or expensive all	State of the state	magnitude and the section of the sec	enzaministi inti. A in stantas sensi neterilandami	Aprilla 195 Lephilles and half the art hands to the	The second section of the section of th

⁽a) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.
(c) Includes men's furnishings.
(f) Final figures.



UNADJUSTED INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1936=100)

75									
Year and Month	Canada	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia			
						·			
	1	Depart	ment Stores						
December, 1936	11 ' '	176.6	171.6	177.5	160.6	162.0			
December, 1937	178.0	186.9	189.0	185.8	161.2	172.2			
December, 1938	175.1	172.0	189.9	178.2	163.0	174.5			
December, 1940	213.7	207.6	208.9	198.2	177.9	177.0			
1940	-25.	240.7	220.9	221.6	192.3	202.1			
July	89.5	105.1	88.1	86.2	84.6	104.0			
August	101.5	111.0	102.5	101.0	89.7	124.0			
October	116.1	116.5	123.1	118.9	107.3	119.0			
November	153.3(f)	157.8	143.3	138.6	149.0	139.7			
December	213.7	248.9	226.9	152.2	160.8	142.5 202.1			
% Change,					1/2.3	202.1			
December, 1940 December, 1939	+11.2	+19.9	+ 8.6	+11.8	+ 8.1	+14.2			
% Change,					7 0,1	714.2			
JanDec. , 1940	+12.2	100 4							
Jan Dec. , 1939	す」と・く	+20.4	+11.1	+13.4	+ 8.6	+13.0			
		Variet	ty Stores						
December, 1936	203.3	217.8	184.9	206.3	200.0	000 0			
December, 1937	209.2	242.7	194.4	211.3	200.9	228.8 234.8			
December, 1938	209.0	226.3	198.7	207.8	202.9	248.2			
December, 1939	228.8	251.5	220.1	223.8	223-2	267.3			
December, 1940	253.2	309.8	237.9	249.7	239.0	279.1			
July	115.0	132.1	123.4	107.7	109.9	119.1			
August	123.2	144.5	131.6	116.4	109.6	132.0			
September	114.0	133.0	122.0	106.5	107.4	120.4			
October	132.1 138.6(f)	153.0 162.1	139.6	124.6	136.2	122.7			
December	253.2	309.8	140.2 237.9	134.2 249.7	137.7 239.0	133.6			
% Change,		30,10	-31.7	247.1	237.0	279.1			
December, 1940	+10.8	+23.2	+ 8.1	+11.6	+ 7.1	+ 4.4			
December, 1939 % Change,	•				:	7 W.W			
JanDec., 1940	43.4.0	107.0							
Jan Dec., 1939	+14.9	+27.0	+13.4	÷14.4	<i>+</i> 11.3	+10.2			
		Drug	Stores						
December, 1936	130.7	145.0	119.4	129.8	135.9	139.1			
December, 1937	138.3	157.0	128.5	139.4	134.8	146.4			
December, 1938	136.0 146.8	136.9	125.9	137.0	141.6	141.0			
December, 1940	168.6	205.8	133.1 162.2	145.2 163.0	156.2	151·1 170·5			
1940	200.0		102.2	103.0	114.7	110.3			
July	112.1	119.5	108.4	114.1	106.0	115.6			
August September	119.9	135.4	114.8	119.5	118.5	123.9			
October	116.5 128.7(f)	119.5	112.5	115.5	120.1	121.1			
November	121.2	130.8	121.5	122.3	115.4	119.1			
December	168.6	205.8	162.2	163.0	174.9	170.5			
% Change,									
December, 1940 December, 1939	+14.9	+23.8	+21.9	+12.3	+12.0	+12.8			
Change,									
Jan Dec., 1940	+ 8.7	+15.2	+ 7.2	+ 9.0	+ 7.0	480			
Jan Dec., 1939					+ 7.0 + 8.9				
						The second second			

⁽f) Final figures.

. . . · Still . . · .

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS DECEMBER, 1939 AND DECEMBER, 1940

(Based on sales of 19 firms)

		The second secon	NOTE TRANSPORTED VERY NAME OF A SECURE CONTRACTOR OF THE SECURE OF THE SECURE CONTRACTOR OF THE	Paris and the second standing
		December 1939	December 1940	% Change 1940/39
		\$		
	TOTAL SALES, ALL DEPARTMENTS	36,638,519	41,770,784	+ 14.0
1.	Women's dresses, coats and suits	2,640,318	3,084,171	+ 16.8
2.	Girls' and infants' wear	1,297,985	1,545,201	+ 19.0
3.	Hosiery and gloves	2,167,400	2,587,474	+ 19.4
	Lingerie and corsets	1,957,096	2,217,741	+ 13.3
5.	Millinery	259,144	270,977	+ 4.6
6.	Women's and children's apparel(Total, 1-5)	8,321,943	9,705,564	+ 16,6
7.	Men's and boys' clothing and furnishings	5,050,018	5,613,505	+ 11.2
8.	Drugs and toilet articles and preparations	1,479,305	1,723,412	+ 16.5
9.	Piece goods	2,082,623	2,283,479	+ 9.6
10.	Smallwares	1,709,926	1,814,487	+ 6.1
11.	Food and kindred products	2,535,785	2,741,040	+ 8.1
12.	Furniture (including mattresses, springs)	1,212,358	1,485,391	+ 22.5
13.	Home furnishings	1,894,732	2,160,232	+ 14.0
14.	Household appliances and electrical supplies	716,525	1,048,622	+ 46.3
15.	Hardware and kitchen utensils	858,438	1,011,296	+ 17.8
16.	Radios, musical instruments and supplies	631,858	749,694	+ 18.6
17.	Shoes and other footwear	2,710,674	2,947,937	+ 8.8
18.	Stationery, books and magazines	1,340,999	1,386,751	+ 3.4
19.	All other departments, total	6,093,335	7,099,374	+ 16.5



LEGYT PUBNS

CANADA

DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 10

No. 11

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

NOVEMBER 1940

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

+ + +

1941

Price \$1 a year

and the second second second

Single copies 10 cents

Table of Contents

1.	Summary of Retail Sales in Canada, November, 1940
2.	Comparisons of Retail Sales in Canada for November, 1940, with Sales in Related Months, by Kind of Business
3+	Index Numbers of Retail Sales in Canada (Unadjusted, Adjusted for Differences in Number of Business Days and Adjusted for Seasonal Variations)
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores and Women's Clothing Stores
	(b) Department Stores, Drug Stores, Furniture Stores and Grocery and Meat Stores
	(c) Hardware Stores, Music and Radio Stores, Restaurants and Variety Stores
4.	Index Numbers of Retail Sales in Canada by Economic Divisions
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores
	(b) Department Stores, Variety Stores and Drug Stores
5.	Department Store Sales in Canada, by Selected Departments,

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OCTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch:

R. H. Coats, LL.D., F.R.S.C., F.S.S.(Hon.) Herbert Marshall, B.A., F.S.S. A. C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, HOVEMBER, 1940 GENERAL SULLARY

Marked increase in consumer purchasing is reflected in retail trade statistics for Movember, 1940 when dollar value of sales for twelve lines of business dealing chiefly in food, clothing and household requirements averaged 19 per cent higher than in Movember 1939. This is one of the highest percentage increases yet recorded in the statistics for corresponding months of consecutive years and compares with a gain of 12 per cent for the first eleven months of 1940 compared with the corresponding period of the preceding year. The general index of retail sales, unadjusted for seasonal variations, stands at 105.6 for November, 1940, 102.9 for October, 1940 and 88.5 for November, 1939. The index for November, 1940 stood higher than for any November since November, 1929 when the figure was 119.9.

The increase in retail trading reflects augmented purchasing power in the hands of consumers. The greater increase in November, 1940 than in earlier months may be attributed in large measure to the prevalence of cold weather conditions during the latter part of the month resulting in a marked stimulus to the footwear and clothing trades. Reports from a representative number of shoe stores reveal an increase of no less than 43 per cent in November, 1940 over November, 1939 while the shoe departments of department stores reported an increase of 34 per cent. Men's clothing store sales were up 26 per cent and women's clothing stores gained 24 per cent while the corresponding departments of department stores were up 21 per cent and 23 per cent respectively.

A second factor contributing to the favorable showing for November, 1940 lies in the fact that comparison is made with November, 1939, when sales had declined in the wave of consumer purchasing which characterized the first two months of the war. Nevertheless a considerable portion of the November increase reflects a continuation of the upward movement in the underlying trend in retail trading, the general index of sales, adjusted both for differences in number of business days and or normal seasonal variations advancing from 93.9 in October to 95.7 in November. The verage index for the first eleven months of the year was 90.3.

RESULTS FOR INDIVIDUAL TRADES

All twelve lines of business included in this survey reported increased ales in November, 1940 over November, 1939, and, notwithstanding the fact that retail rading normally experiences a seasonal decline in November from October, five of the welve trades reported an increase in this comparison.

Shoe store sales gained 43 per cent in November, 1940 over November, 1939 nd were up 14 per cent over October. Cumulative figures for the first 11 months of the ear were 12 per cent above the corresponding period of 1939. The gain over November, 939 extended to all sectors of the country but was more pronounced in central Canada han in other parts. Ontario and Quebec both reported increases of approximately 50 per ent; the Maritime Provinces reported an increase of 25 per cent while sales in the rairie Provinces and in British Columbia were up 18 per cent. The seasonally adjusted ndex advanced from 82.2 in October to 96.6 in November.

Candy store sales increased 26 per cent over November 1939. Although a scline of 4 per cent below October was recorded, this was less than the usual seasonal evement, the adjusted index advancing from 68.4 in October to 70.7 in November. Totals or the eleven months of 1940 were 17 per cent above 1939.

Men's clothing store sales were up 26 per cent compared with November, 1939 and increased 11 per cent from October the seasonally adjusted index advancing from 91.6 to October to 95.2 in November. Sales averaged 14 per cent higher for the first eleven conths of 1940 compared with 1939. Results on a regional basis show the Maritime

Provinces leading both in the November comparison and for the year to date. Percentage increases in November 1940 over 1939 for the various economic divisions with results for the eleven months in brackets are as follows: Maritime Provinces, 38 per cent (37 per cent); Quebec, 28 per cent (13 per cent), Ontario, 24 per cent (16 per cent); Prairie Provinces, 24 per cent (5 per cent); British Columbia, 20 per cent (9 per cent);

Women's clothing store sales gained 24 per cent over November, 1939, and although declining slightly from the value of business actually transacted in October were, after seasonal adjustment, on a higher level than in that month, the seasonally adjusted index advancing from 85.7 to 88.4. Sales for the first eleven months of the year were 15 per cent above the corresponding period of 1939. The Maritimes and Prairie Provinces were equal in point of view of increases sales in November but the Maritime Provinces continue to lead in results for the year to date. Percentage increases for Provinces, 32 per cent (31 per cent), Quebec, 18 per cent (12 per cent), Ontario, 22 per per cent (15 per cent), Frairie Provinces, 32 per cent (11 per cent), British Columbia, 29

Department store sales increased 21 per cent over November, 1939 and were 6 per cent higher than in October, the seasonally adjusted index moving upward from 92.4 in October to 97.7 in November. Results for the year to date reveal an increase of 12 per cent. Department stores registered more pronounced gains in November in the for the year. Increases for the month and for the Maritimes continue to lead in results Provinces, 19 per cent (20 per cent), Quebec, 15 per cent (12 per cent), Ontario, 20 per cent (14 per cent), Prairie Frovinces, 24 per cent (9 per cent), British Columbia, 27 per cent, (13 per cent).

Drug store sales averaged 12 per cent higher in November, 1940 than in November, 1939 while a 6 per cent decline from October resulted in a reduction in the seasonally adjusted indexes from 103.3 for October to 99.9 for November. Sales for the year to date were up by 8 per cent. Regional figures show the Maritime Provinces leading both for the month of November and for the eleven months, percentage increases for the two series being as follows: Maritime Provinces, 17 per cent, (14 per cent); Quebec, 10 per cent (6 per cent); Ontario, 13 per cent (9 per cent); Prairie Provinces, 6 per cent (6 per cent); British Columbia, 13 per cent (8 per cent).

Furniture store sales gained 9 per cent over November 1939 but declined 11 per cent from October, the seasonally adjusted index also receding from 90.8 in October to 88.2 in November. Sales for the year to date were up 15 per cent.

Grocery and meat store sales increased 19 per cent in November, 1940 over November, 1939 and were also 5 per cent higher than in October. This is a trade for which monthly sales figures are influenced to a considerable degree by the number of Saturdays occurring in the months for which any comparison may be made. There was one more Saturday in November, 1940 than in the corresponding month of 1939. On making sales importance of different days of the week and also making allowance for normal seasonal movements, the adjusted index declined slightly from 100.7 in October to 99.4 in November. Sales for the first eleven months of 1940 were 11 per cent above the corresponding period of 1939.

Indexes of sales for grocery and meat stores are based on returns from all the larger chain store companies and from a sample of about 1100 independent grocers, esults for chains and independents being weighted in proportion to their relative importance in the total grocery and combination store trade. Returns from meat markets without groceries are not included.

Indexes for the Maritime Provinces are not available. Results for other egions for the month of November with averages for the year to date in brackets are as ollows: Quebec, 15 per cent (7 per cent); Ontario, 21 per cent (11 per cent); Prairie rovinces, 19 per cent (16 per cent); British Columbia, 22 per cent (18 per cent.

Hardware store sales gained 14 per cent over November, 1939 and, although decline of 11 per cent below October, 1940 was recorded, this was less than the usual seasonal movement, with the result that the seasonally adjusted index advanced from 98.6 in October to 100.5 in November. Sales for the year were up by 8 per cent.

Music and radio store sales in November, 1940 increased 14 per cent over lovember, 1939 and, after seasonal adjustment, were approximately on a par with the

. ...

October level. Although sales for the year to date for this trade stand 22 per cent above the first eleven months of 1939 the trend in the seasonally adjusted index during recent months indicates some reduction from levels of earlier periods. The seasonally adjusted index stands at 71.4 for November, 71.6 for October, 76.2 for September and 84.9 for August while the average index for the eleven month period stands at 80.2.

Restaurant receipts gained 9 per cent over November, 1939 and, although a decline of 3 per cent in actual receipts from October was recorded, the index adjusted for seasonal variations increased slightly from 69.4 in October to 71.3 in November. Sales for the year to date were up by 8 per cent.

Variety stores transacted 23 per cent more business during the month under review than in November, 1939 and sales were up 5 per cent from October, the seasonally adjusted index increasing from 114.6 in October to 116.8 in November. Results for the year to date showed an increase of 16 per cent. Conformity with results for most other trades, increases in the Maritime Provinces exceeded those in other sections of the country, percentage increases for the month with figures for the first eleven months in brackets being as follows: Maritime Provinces, 36 per cent (28 per cent); Quebec, 21 per cent (15 per cent); Ontario, 24 per cent (15 per cent); Prairie Provinces, 17 per cent (12 per cent); British Columbia, 16 per cent (12 per cent).

Results for jewellery stores are not incorporated in the general indexes of sales but returns from a sample number of stores in this trade indicate that November business was 17 per cent above November, 1939. The Maritime Provinces reported the greatest percentage gain at 25 per cent, followed by Ontario at 20 per cent, Quebec, 15 per cent, the Prairie Provinces, 11 per cent and British Columbia, 10 per cent.

Kind of Business		November, 1940 or - per cent compared with		Oumulative Indexes
Concert Turk	November 1930	November 1939	October 1940	JanTov., 1940 JanHov., 1939
General Index Boots and Shows Candy Men's Clothing Women's Clothing Departmental Drugs Furniture Groceries and Maats Hardware Music and Radio Restaurant Variety	+ 6.9 2.7 - 24.2 + 27.2 + 16.9 + 10.4 + 6.1 + 10.7 + 3.0 - 34.5 - 20.6 + 23.0	+ 19.3 + 1255 + 26.3 + 25.9 + 21.3 + 11.5 + 8.9 + 18.9 + 14.2 + 14.4 + 22.5	+ 2.6 + 13.9 • 3.6 + 11.0 = 1.4 + 6.4 = 5.8 - 10.7 + 4.7 = 11.4 - 3.4 + 5.1	++11.8 +-11.6 + 17.4 + 14.4 + 15.1 + 12.3 + 8.0 + 15.2 + 10.7 + 8.2 + 22.2 + 8.2 + 15.9

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores October, 1939 and October, 1940

Region	Sales in Nove Compared with sale	ember, 1940, es in November, 1939
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 42.5	+ 16.9
Maritime Provinces Vuebec Intario rairie Provinces Pritish Columbia	+ 24.9 + 51.1 + 49.9 + 17.7 + 17.7	+ 25:3 + 15:3 + 20:4 + 10:7 + 10:3

 .,	 	 		
			-	

•					
			1		*
	٠	•	•	*	•
		£		*	•
	 11.	• t			

 11 g - 1	W. A. C. C.		
	t was the second	1 1	
·.	**	•	b. •
			V
1	* * * * * * * * * * * * * * * * * * *		
	•		• • •
	g		ø
		e	* * * *
e e Common de la c			www.seeses

and the second of the second o

The first ten thank the makes the contract to the

A market and the second of the second

		والمراجع والمناف والمناف والمنافع والمراجع والمنافع والمن	the second second second second
C F10 1		and the second of the second o	49.4
			**
	1.	والمرابع والمنافر والمنافرة والمعارض والمنافرة والمنافرة والمنافرة والمنافرة والمنافرة والمنافرة والمنافرة والمنافرة	

	 		e de plante de la constante de	
		* 9	**.*	
	 		A STATE OF THE STA	

and the second of the second o	and the second of the second o	
	4	and the second second second
· ·	🙀 🖒 - A	
	* * * * * * * * * * * * * * * * * * *	
$\mathcal{F}_{i_1,\dots,i_n}(\mathcal{F}_{i_1,\dots,i_n})$		

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

C. Adjusted for Number of Business Days and Seasonal Variations. A. Unadjusted. B. Corrected for Number of Business Days.

19	8	ı .											•	- 3	•••											
ning(d)	4てつ	102.5	93.8	88.5	66.5	62.8	70.8	72.0	71.2	74.2	71.8	75.7	88		1,0%	~	80.6	70	6	ó	o N	-	6	6	2	00
s Clothing	1	1	87,22	. ~!		m	10	-	0	0	0		~	١	1750.1	~	50.0	7	3	4	~	∞	2	9	20	00
Women	A	, o	89.0	6	-	က်	ò	i	0		6	o - +	0		120.0	~	48.5	m	01	+	å	00	0		7	04.
(c)(d)	U	. 4	78.4	- 6				- 5		Ay		3	Q	(1.20	~	87.5	å	j	9	9	-	9	∞	-	7
Clothing	В	7	98.0	6	9	ô	ő	4.	ň	å	i	ô	0	(130.3	Š	55.1	ò	-	2°	å	2	0	0	4	20.
Wents.	A.		100.0											г	141.3	N	53.5	-	0	2	\sim	2	(m)	4	4	5-
	೮		94-1		c								61	(27.4	- 6	59.5						. 6			0
Candy(h	В	106.8	80.9	71.0	50.8	50.7	49.8	50.4	49.5	50.4	45,5	49.6	59.4		114.0	4	59.5		- 6					. 4		
	Y)	0	81.1		6	6	6	å	9	6	4	တ်	-	1	1.671		56.6		9.			- 4		- 0	- 9	- 6
Shoes	S		88.2		- 4	de-		D.	4	- 6			ě.		13.9	9	79.8	50	9	50	-	0	2	∞	2	9
s and Sl	В		97.0						A		er.		- 10		102.0		42.3						- 6		- 66	9
Boot	A	128.6	100.0	85.7	84.2	82.9	70.5	19.6	83.9	72.4	75.7	68.3	97.3		7.007	53.0	41.1	62.8	80.3	88.5	108.4	1.09	73.5	85.0	85.4	97.3
Index(d)	ڻ ٽ	-	92.5	+	α,		ċ	4	က်	-	0	å	2			9	87.5	$\dot{\infty}$	9	0	<u>.</u>	6	~	0	m.	7
	B,	20	98.1	6	5	0	4.	ထိ	m.	6.	å	0	101,2		0.677	ô	73.4	Š	2	ŝ	40	0	Q.	94.	102.1	10
General	A		98.8												1777	. 0	71.2	å	ò	4.	2	• ·	000	000 0000 0000 0000 0000 0000 0000 0000 0000	ď.	05.
	Year and Wonth	November, 1929	93	, 19	0	, 19	, 19	, 19	er, 19	er, 19	79	1,5	0	1939	Tooling Tooling	1940 January	February	March	April	May	June	July	August	September	October	November

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Gandy indexes are based largely upon returns from retail candy chains.

-----.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

	De	Departments?										
Year and Month		ליים מוויסוו מ		to principle as well agree to be seen and the seen and the seen as	Urugs (d		T-SIA TO	Furniture				CONTRACTOR OF THE PROPERTY OF THE PARTY OF T
のでは、 は、 というというできない。	T.	n n	ပ	A	М	0	A	R	2	Or or	Groceries and	Meats
	123.2	3.9.6	ר אטנ) ((And with a three for the state of the state		4	B	0
193		104.8	1.00	TOO	104.3	104.3	147.6	142.9	126.5	111.5	\sim	8 101
79	94.0	7 70	0.70	73.5	94.4	94.4	102.8	103.0	91.2	0 77 0	70	104°0
6	200	0.00	.+0	4.68	93.0	93.0	91.7	94.0	83.9	2000	Ú.	73.1
0	0.00	7.01	00.0	77.9	78.9	78.9	54.9	77	30	020	Õ	0.78
1 -)	7.97	67.2	75.5	76.5	76.5	ν σ σ σ σ σ	+ 0	0.00	7.4%	-	75.5
7	83.1	81.7	71.7	77.2	78.0	200		21.6	7.9¢	71.7		72.4
T 2	88.5	86.0	75.4	- c	200		0.0	6.69	69.2	71.7	_	7 14
, 19	87,0	87.3	7 76	000	0.10	ar.a	6.22	75.1	74.4	000	C 95	0°71
November, 1937	0 6	2.6		0 0	0.00	86.0	84.6	86.8	2,0	7 36	50	70/
9	H C	1 ° T ° O	7.61	2019	89.0	89.0	93.7	92.8	, c	200	å.	16.4
\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	70.4	9.60	9.8/	86.3	87.4	87.4	200	, ,	/ · · · ·	03.4	2	25.7
4 TA	94.4	93.3	81.8	00.00	600	† · · · ·	2000	4.70	1.01.	82.0		83,7
November, 1940	114.5	0	0 0 11		76.7	T - 76	9 9 8 9	87,8	82.9	88.7	~	- a
	3	Cotta	* Common or other teachers are a second or other teachers.	101,2	6°66	6°66	96.4		000)	0	0.40
1939				Alleger e			9	73.5	2.00	150,2	98.4	99.4
December	ר עער	ر ا	(n s war						1000 r L300	and securing	
		142.1	0.68	122.4	119.3	96.2	111.5	111.8	95.6			
1940				1875 - 1886 OTC					,	C . 10T	705,5	92.4
January	640	/ ()	ò	(in the second		- All Conce		
February	7.50	03.0	36.0	88.4	87-3	93.9	59.0	700	28 7	0	0	,
	40	2,00	82.8	86.7	90.9	92.8	72.0	700	· 0	4000	200	92.0
The state of the s	72.8	73.6	80.08	94.7	92,3	0 20	7 7 7) \ * *	1.60 000	30.5	93.3	95*2
The state of the s	80-3	19.6	81.2	80.0	ο σ	1.00	1. 4° 0.	74.5	2.68	104.5	101,2	100.2
May	85.4	84.4	82.7	000	0.1.0	73.1	y3.8	92.9	83.7	9.7.6	99.4	97. 7
June	83.0	83.9	87.18	76.7	70.7	7.46	117.2	116.2	93.7	103.9	104.2	, LOL
July	67.7	1 77	+ 1	3	0.26	95.8	98,3	98.6	10006	110.8	107.3	7 201
August	TO 10	₹°00	37.5	19. E.	92.2	96.3	80.4	4 64	702		201.0	10/03
Santember	1,0,1	71.3	89.1	100.0	02.0	7 40		- 6	0.04		73.0	94.9
Topic de la contraction de la	87.1	92.8	89.2	044.0	י בסר	0.00	1007	93.1	94.7		93.6	101.7
Notice of the second of the se	107.6	106.3	92.4	107.4	10 F 0 C	77.3	T. 66	105.6	89.5	90.2	96.1	196
Taging April	114.5	111,3	97.7	201	t 000	7.07	1007	10%	2006		100.7	1.00.7
		1		1	77.7	79.9	76.5	93.5	88.2		98.4	V 00
		With Shift of the Sandards and	-				h 1894					7704

(d) Revised to census trend. (f) Final figures.

INDEX NUMBERS OF RETAIL SALES - (Average for 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days. C. Adjusted for Number of Business Days and Seasonal Variations.

		-	AND MORE OF THE PERSON OF THE	6	The second secon	STORE THE THE PROPERTY AND A PARTY AND A P	Marine Karamanana ataun da	of the manus. Conc. of sell without see	The state of the s	Varie	
	B. B. Service of the	Consideration account of the second	A CONTRACTOR CONTRACTOR	B Carbon contraction	C	A	B	C	Ą	В	0
インド	12.5	2,121	1	. 6	0						
. 99	701.5	101	138.5	76.1.07	92.0	7 000	704.0	0.001	TTO OT	112.0	110.9
: 73.	÷	81.	m	H	0	00000	20.02	t 00°) L	
57	56.	56.	10	9.179	Ň	77.0) v.) () () (° C	0,00
570	56°	56.	3	∞	Ö	23,0	77,00	י לי לי		0 1	2000
12	70,	70.	3	00	00	27.00) L.	000		0	0000
72	71.		, c	ر ا	· ~	1 0	0 0	2000		2	070
7.0	- 00	80	, ,	1 (4	, r	2000	0000	04°0 77		0 0	× × ×
00	50	60	CY	30	- lc	100	σ α	200		· 1	1.07.5
500	800	တ္ထ	٥	0	,).c) L	200			ー・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・
8	33	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	(· 00	, ,	2000	07.0	7 79		0	250,20
102	100		0			7 7 7		0.00		3	101.3
T TOTAL SECTION OF	- 11 X/44 (0)3	n residence of		7	5	• • • • • • • • • • • • • • • • • • •	† •	3		10/TT	TTO
00 00 00 00 00 00 00 00 00 00 00 00 00	104.2	D.C.	C C C C C C C C C C C C C C C C C C C	0	000	0		, , ,	ì.		
1419000		ustranr., sussiti)		,	`		4) · (n) ·	7225	101.0
50	CO 1.0	On The State of State	LC LC	77 77	7 14	2000	α	(()		l E	٠ ١
54.0	0 55.2	- 10 1 m	20.0	7 4 9	7 2 2) () () (63.7	T . / O	200	2
9:-9	65	1 "5"	000	63.77	000	2,20	2 6	7	1 (4	0,40	9
89	ගි	00	120) .d	- 03	0,00	1 0	7.69	3	700	° C
120.	118.	60	922	70%		65,1	200	62,7	, c	200	, C
113,	116,	97.	9209	Do C	20402	62.7	ر م	63.1	, 0,	106.0	, ~ , ~
07 07	96°	88	67,54	66,3	85.1	66,4	7.0	63.3	· ~		, ~
102	970	946	0°69	65,3	84.9	71.4		57.0	0	10 to 10 to 1	+ -
105	17.20	940	85.1	900,7	76.2	69.8	2 0	2,69	0 . (0.001	2 0
115	1130	. 86	2000	9002	71.6	70.8	0	69,4	9. (119.2	
707	1000	1000	25.05	89,2	7204	68.4	~	71.3	, 0	117.9	116.8

(d) Revised to census trend. (f) Final figures.

UNADJUSTED INDEX JUNBERS OF RETAIL SALES (AVERAGE FOR 1936-100)

	Maritime				
Year and Mon Vi Canada	Provinces	Quebec	0-4	Prairie	British
	- IOVINCOB	i - waenec	Ontario	Provinces	Columbia
4	Men's Clo	thing Stores	(c)		
November, 1936 126.1	116.2	1123.5	129.8	1	1
November, 1937 129.5	119.8	222.0		129.3	112.2
November, 1938 121.1	111.9	111.5	130.5	247.0	122.7
November, 1939 128.0	142.5		119.3	149.2	110.3
November, 1940 161.2	,	117.5	129.1	147.1	111.5
1940	195.9	150.3	160.4	182.5	134.3
June 118.6	3/10 0				
July 95.0	142.8	128.1	115.1	105.4	108.2
41101101	136.0	91.7	92.7	87.1	93.2
August 97.6	138.3	92.0	94.9	86.8	109.7
September 107.5	135.0	99.1	107.1	110.9	105.3
October	171.8	133.3	144.6	167.2	127.3
November 161.2	195.9	150.3	160.4	182.5	
% Change,				1 10000	134.3
November, 1940 +25.9	+37.5	.07.0			
Movember, 1939	T01.00	+27.9	+24.2	+24.1	+20.4
% Change,	-				
Jan Nov ., 1940 +14.4					
JanNov., 1939 +14.4	+36.7	+12.8	+15.5	+ 4.6	+ 8.6
					-
·	Women's	Clothing Sto) 99 o au		
fovember, 1936 106.8	109.0	100.8	The same of the sa		
[ovember, 1937 114.4	122.2	104.8	112.1	103.9	100.0
lovember, 1938 111.7	117.1		120.1	115.1	102.8
Tovember, 1939 118.2	144.9	99.5	112.5	125.5	103.3
lovember, 1940 145.2		107.2	122.1	123.9	108.3
940	191.0	126.2	149.4	163.1	139.8
June					
	151.4	121.2	111.0	108.7	131.9
July 96.3	127.2	91.1	94.5	93.7	110,8
August 96.4	139.1	84.2	95.7	93.1	121.9
September 114.3	141.5	101.6	119.1	107.1	124.9
October 148.2	187.7	142.8	144.7	161.8	143.7
November 146.1	191.0	126.2	149.4	163.1	
Change,			- / / - /	10).1	139.8
November, 1940					
November, 1939 +23.7	+31.8	+17.7	+22,4	+31.6	+29.1
Change,	-		-		
JanNov. 1940 115 1	. = 0 (•
JanNov., 1939 +15.1	+30.6	+11.9	+15.0	+10.9	+18.0
	-	4			
	0	2 32 1 00			
November, 1936 95.4		and Meat Sto	the same of the sa	-	
November, 1937105.2	(a)	92.7	97+1	91.6	102.9
lovember, 1938 103.4	(a)	102.1	106.7	104.4	110.5
lovember, 1939 111.9	(a)	106.4	106.0	94.4	92.3
Jovembon 1010	(a)	109,3	113.8	113.9	107.8
November, 1940 133.0	(a)	125.5	137.9	135.2	131.4
June					
June	(a)	139.2	134.9	151.7	149.3
July	(a)	105.9	115.3	134.3	130.0
August	(a)	115.9	128.9	157.8	146.7
September 113.8	(a)	107.8	112.6	130.3	115.5
October 127.1	(a)	121.3	128.5	136.0	
November 133.0	(a)	125.5	137.9	135.2	127.5
Change.			-51.0	4)),6	131.4
November, 1940	(-)	(2)1 ~			
November, 1939	(a)	+14.8	+21,2	+18.7	+21.9
Change,			,		
JanNov., 1940 +10.7	1.				
JanNov., 1939	(a)	+ 7.1	+10.5	+15.7	+18.4
1) Figures for the Marit	irio Danzino	n mo = : +1 1	7 1 -		
Porton TOT OTHE WELLT	THE FROVINCES	are Withaeld	to avoid di	sclosing ind	Tari dasa T

Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

i) Final Figures.

i) Includes Men(s furnishings.

	and the second s	and the second of the second o		and the second		
and the second			The second secon			
And the second second second		and the company of the second			, w	er me e o
re more acid into the second	en an en general de la companie de l	The state of the second st				
* i		Santa Carlo	Control of the Contro			
\$ 6. 1 2 3		The state of the s	and the second			, .
			San	10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
C. 12.	2 1/2	A STATE OF THE STA				
			*			
		8	e sa			
7.47		*	2 1 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2			
2. W. T.	98 1 mm		* 1			
•		•	*		•	
	A Review	 ★ ½ % % 				
•	***					
	100	A Company		;		
		:				
La properties	1.00		1 1 1 1		* * * * * * * * * * * * * * * * * * * *	
		•		•		
	4	11.	16	e de la Caraciana de la Caraci	A production of the	•
·		4				• •
diameter to the transfer	ng galang kalang dan kembangan salah dan	and the second section of the second section of the second section of the second section secti	and the second second			
		2				
waster or an inches	ego secolo e e en el el el elemento.	and the second second	a Market Carlo			en e
- ·	1. 7. 1.	d			,	-
	to the second		P	,	•	
	** ** ** ** ** ** ** ** ** ** ** ** **		• **	* * * * * * * * * * * * * * * * * * * *	4	`
4 10 4			* * * * * * * * * * * * * * * * * * * *			
4	* **	The state of			*	
		*		; \$	*	
						* * * *
*			• • • •	the second secon		
* 1				e de la companya de l	•	,
4	142.		1, 13.	A STATE OF		
Ţ., *	The state of the s					
A.	3.4		*	* K T*	* * * * * * * * * * * * * * * * * * * *	
	1					,
•		Terf as				
* * 5 - 7						•
		10 m				1. The state of th
4. , ****		1				•
At you have now the document	and the second second of	ه ده	the second of the second	existing a second second		
		,*	• .			
per any control of	والمالية المالية	a de la companya de La companya de la co		the state of the s	*	
	Section 2				F. 12.	· * **
,	21		•		1	
			1	•		
w 22 / 1			1	\$,	
1.4	*			2		
•,		the second		1 2		
			•		1	
		Section 1				
	•		•			
n Dig		*	. f . v . v . s	1		
. 6 8	and the second	•	• 4	:		
	100	1				· · · · · · · · · · · · · · · · · · ·
						1

UNLIDJUSTED HIDEX MUMBERS OF RETAIL SALES (LIVERAGE FOR 1936-100)

					21 19 10 100 /	
V		Maritime			Prairie	British
Year and Month	Canada	Provinces	Quebec	Ontario	Provinces	
						
		Depa	rtment Stor	*ea		
November, 1936 .	1	114.3	111.5	119.0	114.2	307 E
November, 1937 .	. 122:3	119.8	119.7	120.7	129.6	103.5 116.4
November, 1938 .	· 122033	108.3	120.4	118.6	131.2	108.4
November, 1939 .	11	131.9	128.5	126.1	128.7	112.6
November, 1940 .	. 152.7	156.4	147.9	151.2	160.1	143.5
1940			1		100.1	エマク・ソ
June	110.6	119.1	124.0	111.9	99.8	111.2
July	89.5	105.1	88.1	86.2	84.6	104.0
August	101.5	111.0	102,5	101.0	89.7	124.0
September	116.1	116.5	123.1	118.9	107.3	119.0
November		154.3	143.3	138.6	149.0	140.5
% Change,	152.7	156.4	147.9	151.2	160.1	143.5
November, 1940			·			7,2
November, 1939	#21.3	+18.6	+15.1	+19.9	+24.4	+27.4
% Change,		-	7		1 60 1	· [+]
JanNov., 1940					•	* .
Jan. Nov., 1939	+12.3	+20.4	+11.5	+13.6	+ 8.6	+13.0
1.0.0, 1999	-	1 "	magnet.	-	7)•0
	•					4
37	7	Va:	riety Stores	5		
November, 1936		101.5	96.3	100.4	110.7	100.0
November, 1937	105.0	113.0	101.3	105.0	108.2	105.6
November, 1938	41 4	105.1	107.1	99.8	107.8	108.2
November, 1939	11	118.9	116.4	109.2	117.9	115.2
November, 1940	138.9	162.1	140.3	134.9	137.7	133.6
1940					-51-1	#)
June	121.6	131.6	141.8	113.9	107.7	1224.1
July	115.0	132.1	123.4	107.7	109.9	119.1
	123.2	144.5	131.6	116.4	109.6	132.0
October	114.0	133.0	122.0	106.5	107.4	120.4
November	132.1	153.0	139.6	124.6	136.2	122.7
% Change,	138.9	162.1	140.3	134.9	137.7	133.6
November, 1940				j	į	
November, 1939	+22.5	+36.3	+20.5	+23.5	+16.8	+16.0
% Change,	-	-	4	4		12040
JanNov., 1940					7	ч .
JanNov., 1939	+15.9	+27.9	+14.5	+15.1	+12.3	+11.6
			· · · · · · · · · · · · · · · · · · ·			
			n			
November, 1936	99.1	97.0	Drug Stores	00.0		
November, 1937	104.5	103.4	107.8	99.0	97-3	96.5
November, 1938	103.5	99.4	107.7		97.7	103.3
November, 1939	108.9	110.8	111.8	103.3	102.0	101.3
November, 1940	121.3	129.8	122.5	122.2	109.5	103.5
1940			J. L. L	also hambers & ham	115.8	117.4
June	109.1	111.5	109.0	110.7	104.4	108.8
July	112.1	119.5	108.4	114.1	106.0	115.6
August	119.9	135.4	114.8	119.5	118.5	123.9
September	116.5	119.5	112.5	115.5	120.1	121.1
October	128.8	134.2	126.1	123.1	142.3	133.8
November	121.3	129.8	122.5	122.2	115.8	117.4
% Change,						20 T 0 T
November, 1940	+11.5	+17.1	+ 9.6	+12.9	+50	. 7 ~ 1.
November, 1939			9.0	T1C+7	+ 5.8	+13.4
6 Change,		*	•	74	79	*
JanNov., 1940	+ 8.0	+13.9	+ 5.7	+ 8.6	4 6 1:	. ~ -
JanNov., 1939			.)•1	T 0.0	+ 6.4	+ 8.2
· 2 \ m · · · · · ·		7	9	4	7	

f) Final figures.

and the second s	t the country against an an annual against a			• • • /4 · • · •			
1.27.7	7.		ap 1			,	
	4 **		100			100 miles	•
4	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	4	7.3	•		15 7 11	
rek . I							
			•	· ·			
		4 .				, '	
* - * - * - * - * - * - * - * - * - * -			100			22 2	
*	* *	* *		· · ·		** **	*
•			A 17 Turk	•		* * * * * * * * * * * * * * * * * * *	
		•		1.			
	* ~	*					
*				· .	111		
W 1		The second	• ;	•	*		* * * .
	•						
• 1	*	* * * * * * * * * * * * * * * * * * *			•		
* · · · · · · · · · · · · · · · · · · ·						* *	1
* * .	* **		4		•		· · · · · · · · · · · · · · · · · · ·
4 ''	a a	***	A	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	**	N	

** ** ** ** ** ** ** ** ** ** ** ** **		•					
		1.1			1.4		
		at e	***		m		
	And the second	and the first	* . · X				
thy Fala	, a • i	* . *			A.v.		
* **			10.40		1,17		
4.0	100		1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1		- E - 3" - 2		
4	A. A. A.		J. 1		State Control	2	
1400	1.37	1. 15. 1	1.50	,	,	t _e	"
* ************************************		Service Control	3 1	1		a 2	
* *	* ,	* * * *	1 N		* * *		
. 14		. · · · · · · ·	, 2 a		1		
•					;		
					:		
	, h		,			:	The with the

+ 7	6 4					•
4150 1 Sp	, .	* 1945 ** ***	1.			•
	A	*		• •		
**			4 1 2	100		
٠.	A. S. F.	.1.73	× 6 1	2 - C - C	* * *	• • • • • • • • • • • • • • • • • • •
,	b				** * ·	
#			•	Sa Si	Programme and the second	
٠.		* - +1 - p	4.75	A STATE OF THE STA		
	* *			was to		
4	÷ .		* * * .	* * *.		, , , , , ,
φ	k". "	* - 16 to 1	* 6	1 6 1 6 1 6 1 6 1 1 1 1 1 1 1 1 1 1 1 1	* A A MAT	
1			Ť	1,134		

DEPARTMENT STORE SAIES IN CANADA, BY SELECTED DEPARTMENTS

NOVEMBER, 1939 AND NOVEMBER, 1940

(Based on sales of 19 firms)

AND	THE STATE OF THE S	November 1939	November	% Change;
		ê j	Commence of the second	for grade some of the control of the state of the control of the c
	TOTAL SALES, ALL DEPARTMENTS	22,730,046	27,161,230	4 19.2
13.	Women's dresses, coats and suits	2,321,342	2,855,754	+ 23.0
2.	Carls and infants wear	831.,486	1,114,605	+ 37.7
3.	Nosiery and gloves	1,137,525	1,344,372	+ 18.2
4.	Lingerie and corsets	1,032,342	1,208,146	+ 17.0
5.	Millinery	263,631	309,961	+ 17.6
6.	Women's and children's apparel (Total, 1-5)	5,586,326	6,862,838	+ 22.9
7 -	Men's and boys' clothing and furnishings	3,141,780	3,799,966	+ 20.9
_! 8+	Drugs and toilet articles and preparations	596,607	701,519	± 17.6
;9 <i>-</i>	Piece goods	1,726,747	1,821,801	+ 5.5
.0.	Smallwares	962,041	1,043,533	+ 8.5
1.	Food and kindred products	1,787,764	2,093,990	+ 17.1
120	Furniture (including mattresses, springs)	1,028,273	1,178,343	+ 14.6
3.	Home furnishings	1,490,560	1,696,800	+ 13.8
4.	Household appliances and electrical supplies	596,698	72 9,251	+ 22.2
5.	Hardware and kitchen utensils	615,814	701,180	+ 13.9
6.	Radios, musical instruments and supplies	391,967	452,300	+ 15.4
7 -	Shoes and other footwear	1,699,663	2,269,706	+ 33-5
8.	Stationery, books and magazines	451,184	509,234	+ 12.9
9.	All other departments, total	2,704,622	3,300,769	+ 22.0
, . A	tanning ment to the company of the c		erns we cas cas as	DESCRIBERATION AND PROPERTY SHOPS OF PARTY BY



L. C. Tuse g.

GOYT, Ryman

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

The state of

No. 1

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JANUARY 1941

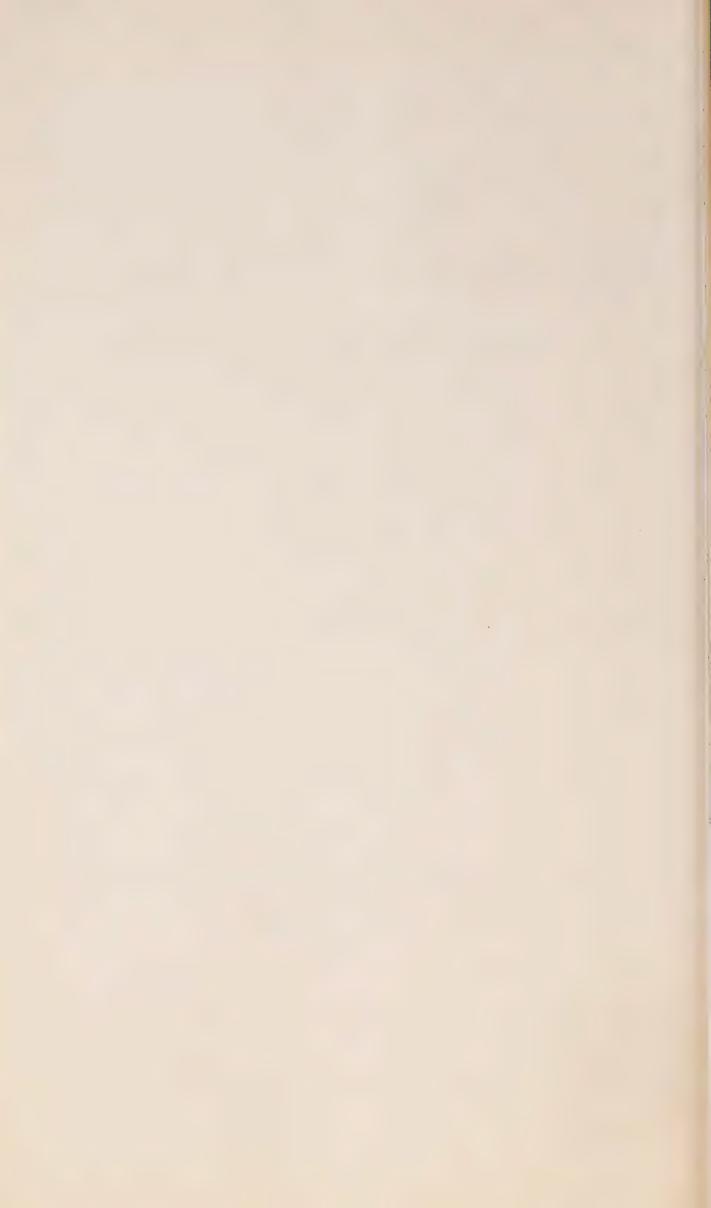
Published by Authority of the Hon. James A. MacKinnon, M.P., Minister of Trade and Commerce.

OTTAWA

1941

Price \$1 a year

Single copies 10 cents



DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, JANUARY, 1941

(1935 - 1939 = 100)

General Summary

A substantial decline from the December peak is the normal experience of most lines of retail business in the first month of the year. The extent of the decline is not uniform for all kinds of stores. It is greatest for types of business such as candy stores, department stores or variety stores dealing in goods popular in the Christmas trade and it is smallest for lines of business such as grocery stores or restaurants which deal in merchandise for which there is a fairly constant demand. The experience of the past ten years reveals an average decline of 40 per cent between December and January in the composite figures for the twelve lines of business included in this monthly survey.

Sales declined in January, 1941 from December by somewhat more than the usual seasonal amount, a result which may be attributed rather to the unusually brisk December business than to any reversal in the underlying trend in consumer purchasing. Comparisons with January, 1940 were favorable. Dollar sales in January, 1941 averaged 13 per cent above January a year ago. All lines of business shared in the increase, results for individual trades ranging from a gain of 9 per cent for furniture stores to an increase of 26 per cent for stores specializing in radio and electrical goods. The general index of retail sales, unadjusted, and on the base 1935 - 1939 = 100 stands at 102.0 for January, 1941, 174.2 for December, 1940 and 90.0 for January a year ago. On adjusting for differences in numbers of business days and for normal seasonal movements the adjusted index stands at 124.2 for January, 1941 compared with 131.0 for December, 123.1 for November and 120.0 for October.

Note: -- In order to conform with other series of index numbers issued by the Bureau, the indexes of retail sales have recently been revised to a new base, namely, the average monthly sales over the five-year period, 1935 to 1939. This is the first issue of this monthly bulletin in which the new base is used. The complete series of index numbers on the new base for earlier years will be contained in a special summary now being prepared.

A second change has been made in the method of constructing the indexes of variety store sales. Previously, the monthly returns from firms in this field were adjusted to allow for opening or closing of branches so that the resulting indexes reflected the trend in sales for a constant number of stores. The indexes as revised are now based on the aggregate figures reported and reflect the trend in sales for variety store chains as a whole, rather than for a fixed number of units.

Results for Individual Trades

Shoe store sales gained 15 per cent in January, 1941 over January, 1940 and were down by 45 per cent from December. The seasonally adjusted index increased from 107.5 in December to 116.1 in January but was considerably below the November peak of 130.4

Candy store sales were 19 per cent above January a year ago. A 64 per cent decline from December was considerably more than the usual seasonal movement with the result that the seasonally adjusted index declined from 129.7 in December to 117.0 in January.

month of the company

The second secon and the second of the second o

Men's clothing store sales averaged 17 per cent above January last year, results on a regional basis showing increases of 29 per cent in the Maritime Provinces, 8 per cent in Quebec, 19 per cent in Ontario, 14 per cent in the Prairie Provinces and 19 per cent in British Columbia. A reduction of 54 per cent from December resulted in a decline in the seasonally adjusted index from 125.7 in December to 121.6 in January.

Women's clothing stores gained 19 per cent over January, 1940, increases by regions being as follows: Maritime Provinces, 26 per cent; Quebec, 17 per cent; Ontario, 21 per cent; Prairie Provinces, 10 per cent and British Columbia, 18 per cent.

Department store sales averaged 10 per cent higher in January of this year than last, increases in the extreme east and west portions of the country exceeding those in other regions. Sales in the Maritime Provinces were up 15 per cent while British Columbia sales gained 18 per cent. The Prairie Provinces reported an increase of 5 per cent while Quebec and Ontario both gained 10 per cent. Sales for Canada as a whole declined by 56 per cent, the seasonally adjusted index receding from 132.2 for December to 122.6 for January.

An average increase of 11 per cent over January, 1940 was reported for a somewhat smaller coverage of the total department store sales for which a breakdown by departments is submitted. The shoe department and the radio and musical instrument department were practically unchanged from January a year ago while all other departments reported increases. The furniture department was up 21 per cent and hardware, 20 per cent. Household appliances and electrical supplies were up 18 per cent while home furnishings gained 16 per cent. Gains for women's and men's clothing were 13 per cent and 10 per cent respectively.

Drug store sales averaged 15 per cent higher in January of this year than last and declined by 27 per cent from December, the seasonally adjusted index standing at 124.1 for January compared with 132.0 for December and 115.5 for November. Sales in the Maritime Provinces were up 19 per cent, Ontario, 17 per cent, British Columbia, 15 per cent and Quebec and the Prairie Provinces, 13 per cent.

Furniture store sales gained 9 per cent over January last year and were down 52 per cent from December, the seasonally adjusted index receding from 145.3 in December to 120.1 in January.

Grocery and meat store sales gained 13 per cent over January, 1940, increases for the various economic divisions being as follows: Maritime Provinces, 12 per cent; Quebec, 9 per cent; Ontario, 16 per cent; Prairie Provinces, 12 per cent and British Columbia, 17 per cent. Sales declined 13 per cent from December, the seasonally adjusted index falling off from 128.3 in December to 122.2 in January.

Hardware stores transacted ll per cent more business in January of this year than the last while a 44 per cent decline from December was slightly greater than the usual seasonal movement, the seasonally adjusted index receding from 135.5 for December to 132.5 for January.

Sales for the radio and electrical group were 26 per cent higher than in January a year ago and were down by 49 per cent from December. Restaurant receipts gained 15 per cent over January, 1940 and were 7 per cent lower than in December.

Variety chains transacted 20 per cent more business in January, 1941 than in the corresponding month a year ago, gains in eastern and central Canada exceeding by a considerable margin those in the western provinces. Quebec reported the largest gain with an increase of 25 per cent followed by the Maritime Provinces at 24 per cent. Ontario sales were up 20 per cent while increases of 10 per cent and 11 per cent were recorded in the Prairie Provinces and in British Columbia respectively.



Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

- 3 **-**

Kind of Business	+ or	January, 1941 - per cent compare	ed with
	January 1930	January 1940	December 1940
General Index	- 12.9	+ 13.3	- 41.4
Boots and Shoes	- 9·5	+ 15.3	- 44.8
Candy	- 40.9	+ 18.7	- 63.8
Men's Clothing	- 2.5	+ 16.5	- 54.0
Women's Clothing	- 10.5	+ 18.6	- 54.4
Departmental	- 23.3	+ 9.7	- 56.0
Drugs	÷ 2.5	+ 15.4	- 27.4
Furniture	- 20.8	+ 8.5	- 51.7
Groceries and Meats	- 7.3	+ 13.2	- 12.9
Hardware	- 10.1	+ 11.2	- 44.0
Radio and Electrical	- 30.4	+ 25.5	- 49.0
Restaurant	- 34.8	+ 15.3	- 6.8
Variety	+ 65.3	+ 19.8	- 65.0



A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. 100) = 1336 = 100)

		NORTHEAD TO	4	
Dringe (d)	3 20	B	119.5 117.2 100.2 90.4 90.1 92.2 101.8 103.9 104.4 108.6 124.1 110.0 108.5 110.0 111.2 111.8 111.2 111.8 111.8 111.8	124.1
J. J.		A	116.8 115.0 109.4 98.6 86.1 98.1 96.3 102.2 102.2 103.9 103.9 103.9 103.9 103.9 103.9 105.2 115.5 116.9	117.9
Departmental		m	441000000000000000000000000000000000000	122.6
Depa	-	A	116.6 120.4 98.3 80.5 77.7 70.7 70.3 713.4 713.4 713.4 95.4 84.8 95.4 105.2 111.9 108.7 114.1 114.1 1150.9	92.4
Women's	Clothing(d)	Secretaria de la composición dela composición de la composición de la composición dela composición dela composición dela composición de la composición dela composición de la composición dela composición dela composición dela composición dela composición dela composición dela compos	158.3 141.3 117.1 117.1 117.1 115.1 93.4 93.4 93.4 101.0 101.0 101.0 103.4 121.2 121.2 125.0 112.4 112.4 112.4 112.7 125.0 132.7	121.2
Wor	Cloti	H.	109.3 98.3 85.6 81.0 662.2 667.3 71.1 71.1 71.1 129.4 118.1 118.1 116.5 96.0 147.0	0.00
Men's	O	The section of the se	239.1 141.7 109.9 888.8 888.8 78.0 94.8 105.5 107.3 105.6 109.9 109.6 112.1 112.1 112.1 112.7	0.171
	orcening.	A CONTRACTOR OF THE PARTY AND ADDRESS OF THE PARTY ADDRESS OF THE PARTY AND ADDRESS OF THE PARTY	157.9 76.8 76.6 76.6 76.6 77.7 1001.5 118.5 1007.5 10	4
Candy(h)	В	CANADACTION OF THE PARTY OF THE	201.0 189.9 146.4 134.4 107.8 107.9 93.8 104.5 99.7 101.0 101.9 115.6 98.7 115.6 98.7 110.9 110.9 110.9 110.9 110.9	
Can	A		1152. 1152. 1152. 1152. 1152. 1152. 1153. 11	- 1
Boots d Shoes		B10. du r.	176.9 130.1 120.3 120.3 120.3 120.3 105.5 105.5 105.5 106.4 100.3 100.3 100.3 100.3 100.3 100.4 100.4 100.5	
B	A	optomicus.	889.98 889.98 889.98 87.53 600.0 54.3 600.3	
General Index(d)	B		143.0 137.8 125.1 100.0 87.7 90.9 84.5 100.0 110.8 110.0 111.5 110.0 113.7 116.5 116.5 116.5 116.5 116.5 116.5	
	A Commence of the last	()	119.1 101.3 84.6 69.2 73.2 73.8 73.8 77.0 105.9 110.1 121.4 113.9 113.9 113.9 113.9	
Year and Month	E. WHO COLDS - STOCKNESS - SHARE COMMERCIAL SHARE COMMERCIAL SHARE ACCURATE		January, 1929 January, 1932 January, 1932 January, 1933 January, 1934 January, 1936 January, 1936 January, 1936 January, 1940 January, 1940 January, 1941 January June July July July January	

(c) Includes men's furnishings.
(d) Revised to census trend.
(f) Final figures.
(h) Candy indexes are based largely upon returns from retail candy chains.



A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

			Groceries	ries			Radio	one o	W. M.C. CONTINUES AND STREET, STATISTICS AND STATIST	Sharked Co. School Co. School Co.	AND THE PERSON NAMED IN COMPANY OF THE PERSON NAMED IN COMPANY	March Commission (No. 1) (1) (1) (1) (1) (1) (1) (1) (1) (1)
Year and Month	Furni ture	ture	and M	Meats	Hard	Hardware	Electri	0	Restaurant	ants(d)	Variety	0 tv
CALL CHARLES CALL STREET, CHARLES CHAR	A.	В	A	.B.	A	В	A		. V	1111	Ą	B
						No Trades		1				And or the latest designation of the latest
January, 1929	108.1	144.6	118.5	122.7	i					180.3		Ô
, 193	101.2	135.3	127.5	130.5	0	fa.		9		177.7		
, 19	φ φ	112,1	114.1	109.9	20	4.5		٠.		140.9		
•	66.3	89.7	94.9	94.9						710,5))) (
•	40.5	500, 50	79.8	85.6	o c					700		° (
	54.7	79.6	84.7	4.	, ,			B.		4 c		
. ,	54.8	0,00	86.3	000	, α							<u> </u>
January, 1936	7000	0 00	0,00	0.00	1 0	2,50	0.02	0 0	1000	74. I		7,70
h .	73.0	0.11	0.00	4.00	,) <					7.00T		<u>.</u>
75 4	1 (0.70		+ c	_				100.1		*
P)	α 0 0 7	7.007	7.+7		· ·					705.2		0
~	4	74.5	73.2	T - T OT	n.					95.7		0
•	2.0		- 10	0	à					100.8		
January, 1941		120.1	118.2	122.2	÷					115.9	7.96	151.0
0,00												
D+71	((
rebruary	7.06	111.3	108.0	113.8		116.9	20	0		0	Š	4
agreh	93.0	112.2	124.5	119.6		115.3	0	O.			က်	7
hprii	117.4		116.2	17.6.2		103.9		10		5.66	0	Š
may	2	^	123.9	120.8		110.2		0			ن ماسي	50
June	2	i	ri-			119.7		, cr				120
July				114.7		108.0(f)		· ~			1 7 ~	, , (
August	125.2	113.3	124.2	122.6(f)		115.7		` ~			,) ~	2
September		111,8		116.2		115.3		9.6				. ~
Cotober	2	113.4	120.8			120.8		~				
November	122.9	112.1	126.1	119.0	126.0	123.6	146.2	114.7				1 ~
December	165.8	145.3(f)	135.7	128.3	144.8	135.5	222.8	164.7	118.1	115.1	276.2	146.0(f)
1001					Port risease						n in comban	
January	80.1	120.1	118.2	122.2	81.1	132.5	113.6	141.1	110.1	115.9	1.96	151.0
				=						- 1		

(d) Revised to census trend.(f) Final figures.



UN DJUSTED INDEXES OF RETAIL SALES, BY PROVINCES (Average for 1935 - 1939 = 100)

・ 大きないは、これでは、一般では、一般では、 をは、これでは、これでは、一般では、 では、これでは、これでは、 では、これでは、これでは、 では、これでは、 では、これでは、 では、これでは、 では、これでは、 では、これでは、 では、 では、 では、 では、 では、 では、 では、	Territorio estruto de la Constitución de la Constit				
CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
palaman, sopolation, commence,	Men's Clo	thing Stores	(c)		
76.4 77.4 69.8 78.9	67.3 78.7 81.2 65.0 89.6 115.4	64.8 74.9 77.9 69.0 74.7 80.3	67.4 80.3 78.7 72.3 81.6 97.1	59.5 63.8 69.3 63.0 70.3 80.3	71.1 76.6 78.3 73.5 80.4 95.8
107.3 145.3 160.3	133.3 130.8 165.2 182.9 251.2	92.7 99.8 134.3 150.3 172.2	94.8 106.9 145.3 160.3 212.1	86.0 109.9 166.0 181.7 178.8	111.1 106.7 128.2 137.3 201.6
91.9	115.4	80.3	97.1	80.3	95.8
+16.5	+28.8	+ 7.5	+19.0	+14.2	+19.2
PALLET FOR MICH. STAFFE MICHAEL CHECKER CHECKER CHECKER	Women's	Clothing Sto	res		
71.7 67.9 74.2 88.0	66.6 74.8 81.0 75.4 88.1 110.7 126.1 130.1 172.6 183.1 229.8 110.7	58.6 67.2 65.9 61.7 64.5 75.4 85.4 103.1 144.9 127.9 183.3 75.4 +16.9	69.3 76.6 75.6 69.2 78.3 94.8 95.7 119.1 144.8 151.5 203.8 94.8	62.1 59.8 66.0 70.9 72.6 79.6 92.4 106.3 160.8 162.3 177.4	68.4 69.3 72.7 71.2 77.4 91.6 120.3 123.3 140.8 138.9 173.7 91.6
ी । १९९७ स्थान व्यवस्थान - वृत्ते १९९० व्यवस्था जेताल्या व्यवस्था	Grocery	and Meat Sto	res	The second secon	
99.0 94.9 93.2 104.4 118.2 124.2(f) 108.9 120.8 126.1	(g) (g) (g) 92.0 103.8 116.4	102.7 100.1 97.9 99.2 106.5 116.5 109.6 102.0 114.8 118.8 130.6	92.4 101.9 98.0 97.3 107.4 124.4 121.9 106.5 121.6 130.2 141.6	81.6 86.1 80.6 74.9 93.5 104.3 150.9 124.6 130.2 129.1 129.9	89.4 99.9 90.5 79.0 99.0 115.5 139.6 109.9 121.4 124.2 130.9
	66.0 76.4 77.4 69.8 78.9 91.9 97.4(f) 107.3 145.3 160.3 199.8 91.9 +16.5 65.3 71.1 71.7 67.9 74.2 88.0 96.0 114.0(f) 147.8 147.0 193.1 88.0 +18.6 93.9 99.0 94.9 93.2 104.4 118.2 124.2(f) 108.9 120.8 120.8 120.8 120.8 120.8 121.7	Men's Clo 66.0 67.3 76.4 78.7 77.4 81.2 69.8 65.0 78.9 89.6 91.9 115.4 97.4(f) 133.3 107.3 130.8 145.3 165.2 160.3 182.9 199.8 251.2 91.9 115.4 +16.5 +28.8 Women's 65.3 66.6 71.1 74.8 71.7 81.0 67.9 75.4 74.2 88.1 88.0 110.7 96.0 126.1 114.0(f) 130.1 147.8 172.6 147.0 185.1 193.1 229.8 88.0 110.7 +18.6 +25.7 Grocery 93.9 (g) 94.9 (g) 93.2 92.0 104.4 103.8 118.2 116.4 124.2(f) 131.3 108.9 120.8 120.8 122.2 126.1 127.5 135.7 136.3 118.2 116.4	Men's Clothing Stores	Men's Clothing Stores Contario	Men's Clothing Stores(c)

⁽c) Includes men's furnishings.
(f) Final figures.
(g) Not available.



ক ব্যাহসার্জ্য স্থান প্রশাসকলে বিভাগ্ন কার্যান প্রচার কার্যার কার্যান কার্যা	ত পাঁচ কাৰ্যালয়কৈ পাঁচ ভাৰতিক বিভাগত কৰিব কৰিব কৰিব উল্লেখ্য সংগ্ৰামত পাই সাধান কৰিব কাৰ্যালয়কৈ পাছত হৈছে কাৰ্যালয়ক	Bullet Billioner (1974 / 1775 - 1877 - 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1 Bullet Billioner (1974 / 1775 / 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1887 / 1			anno sandrat de la reconstruir de la construir	17 - 100)
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
pacagantation with collection and in 1974 of the collection control recommendation for consequent	Sydr, att sprioresponsors and a sonsponsion	Depar	tment Stores			
January, 1936 January, 1937 January, 1938 January, 1939 January, 1940 January, 1941 1940	74.9 73.4 71.0	70.6 76.1 69.4 63.7 85.3 98.0	67.6 76.3 80.0 79.7 92.9 101.9	70.8 75.9 73.5 70.1 83.4 91.7	71.0 73.2 69.6 68.9 82.8 87.0	70.1 72.9 76.4 73.0 78.9 93.2
August September October November December	99.8 114.1 141.1 150.9 210.2(f)	109.4 114.8 152.1 155.5 245.3	97.2 116.8 135.9 141.0 215.3	99.5 117.2 136.6 150.0 218.9	89.7 107.3 149.0 160.8 192.3	121.5 116.6 136.9 139.7 197.2
January	92.4	98.0	101.9	91.7	87.0	93.2
January, 1943 January, 1940	+ 9.7	+14.9	+ 9.7	+10.0	+ 5.1	+18.1
		Varie	ty Stores			devidender elssteller bis -recruier zoer obsesse
January, 1936 January, 1937 January, 1938 January, 1940 January, 1941 1940 August September October November December 1941 January % Change, January, 1941 January, 1940	54.4 64.5 67.5 68.7 80.7 96.7 135.0 125.5 146.9 153.8 276.2(f)	46.6 59.9 62.1 61.7 89.0 110.3 174.0 160.2 184.2 195.2 368.5 110.3	51.9 62.6 68.3 71.2 82.8 103.7 137.7 128.1 150.4 151.1 257.2	56.9 68.0 68.9 68.6 78.4 93.9 128.5 118.2 138.5 149.4 278.1	52.8 57.8 63.5 67.3 80.7 89.1 130.1 128.6 163.0 162.2 281.7 89.1	59.3 65.1 69.2 71.4 78.2 87.0 127.1 115.9 118.2 128.6 212.9
CHEST SCHOOL STREET, S	The state and a paper deposition with a second	Drug	Stores			LOG78 - MINERAL S. OB. MY MINERAL SECTION
January, 1936 January, 1937 January, 1938 January, 1939 January, 1940 January, 1941 1940 August September October November December January Change,	87.6 97.1 98.1 96.3 102.2 117.9 115.5 112.3 124.1 116.9(f) 162.4	82.6 92.9 97.5 93.6 105.3 125.2 130.3 115.0 129.2 126.4 196.1	90.4 100.3 101.8 100.1 106.7 120.6 110.0 107.8 120.9 116.7 155.0	89.0 98.2 99.2 96.7 101.4 118.3 115.0 111.2 118.5 117.7 157.4 118.3	84.7 91.8 91.5 91.8 99.0 111.7 115.5 117.0 138.4 112.4 170.3	82.9 98.2 97.6 96.8 100.9 116.2 119.1 116.4 128.4 114.5 162.8
January, 1941 January, 1940	+15.4	+18.9	+13.0	+16.7	+12.8	+15.2

⁽f) Final figures.

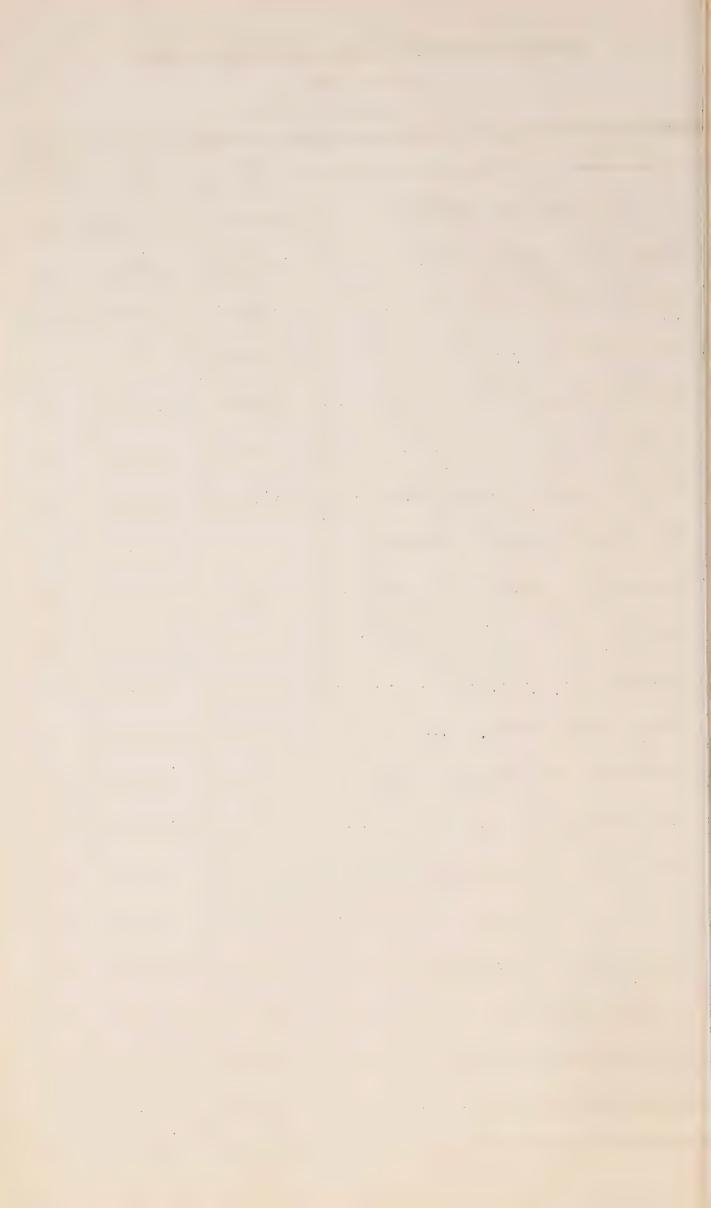


DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

1939 and 1940

(Based on sales of 23 firms)

=				. 1
-		1939	1940	i% Change
		#	\$	
	TOTAL SALES, ALL DEPARTMENTS	229,898,217	257,785,300	+ 12.1
1.	Women's dresses, coats and suits	21,761,765	24,668,112	+ 13.4
	•			
2.	Girls' and infants' wear	7,350,481	8,744,905	+ 19.0
	-			
3.	Hosiery and gloves	10,783,760	11,858,921	+ 10.0
4.	Lingerie and corsets	10,438,834	11,611,599	+ 11.2
5.	Millinery	3,080,053	3,303,355	+ 7.2
6.	Women's and children's apparel(Total, 1-5)	53,414,893	60,186,892	+ 12.7
	^			
7.	Men's and boys' clothing and furnishings	27,129,674	29,793,844	+ 9.8
, ,				
. 8.	Drugs and toilet articles and preparations	7,163,720	7,855,669	+ 9.7
				7
9.	Piece goods	16,946,744	18,719,636	+ 10.5
10.	Smallwares	8,401,379	9,206,903	+ 9.6
11.	Food and kindred products	21,521,226	22,845,465	+ 6.2
7.0		30 000 700	34 (05 500	. 30 8
12+	Furniture (including mattresses, springs)	12,203,729	14,605,509	+ 19.7
10	77	34 404 440	18,212,051	+ 17.5
13.	Home furnishings	15,496,559	10,212,051	T 11.7
7.4	The same of the sa	6,193,432	7,623,129	+ 23.1
74.	Household appliances and electrical supplies	0,173,432	1,023,127	T 43.1
זב	Handware and hitchen utomails	7,957,471	9,184,070	+ 15.4
72.	Hardware and kitchen utensils	197719714	7,104,070	1 1).4
16	Radios, musical instruments and supplies	3,492,654	4,006,011	+ 14.7
20.	musical instruments and supplies	3,172,071	,,000,022	
17.	Shoes and other footwear	17,494,952	19,359,839	+ 10.7
-	and opinion and a second a second and a second a second and a second a second and a second and a second and a		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
18.	Stationery, books and magazines	4,165,732	4,418,019	+ .6.1
	The state of the s	1		
19.	All other departments, total	28,316,052	31,768,263	+ 12.2
	,			-
-		1		MATERIAL PROPERTY OF THE PROPE



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JANUARY, 1940 and JANUARY, 1941

(Based on sales of 16 firms)

=		Towns	Terror	of Ci
		January 1940	January 1941	% Change 1941/40
		Ş	\$	
	TOTAL SALES, ALL DEPARTMENTS	15,176,597	16,907,064	+ 11.4
1.	Women's dresses, coats and suits	1,260,212	1,444,157	+ 14.6
2.	Girls' and infants' wear	365,475	423,897	+ 16.0
3.	Hosiery and gloves	575,874	629,749	+ 9.4
4.	Lingerie and corsets	720,684	810,980	+ 12.5
5.	Millinery	110,695	112,337	+ 1.5
6.	Women's and children's apparel(Total, 1-5) .	3,032,940	3,421,120	+ 12.8
7.	Men's and boys' clothing and furnishings	1,492,512	1,644,833	+ 10.2
8.	Drugs and toilet articles and preparations	537,146	600,705	+ 11.8
9.	Piece goods	1,663,853	1,860,565	+ 11.8
10.	Smallwares	678,414	700,343	+ 3.2
11.	Food and kindred products	1,686,361	1,826,513	+ 8.3
12.	Furniture (including mattresses, springs)	1,031,853	1,251,589	+ 21.3
13.	Home furnishings	1,033,475	1,197,556	+ 15.9
14.	Household appliances and electrical supplies .	392,648	463,062	+ 17.9
15.	Hardware and kitchen utensils	475,614	570,783	+ 20.0
16.	Radios, musical instruments and supplies	307,742	305,172	- 0.8
17.	Shoes and other footwear	896,030	895,847	(⊖)
18.	Stationery, books and magazines	248,253	280,467	+ 13.0
19.	All other departments, total	1,699,756	1,888,509	+ 11.1

⁽e) Change is less than 0.1 per cent.



COVT PURAS,

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

No. 2

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

FEBRUARY 1941

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

1941

Price \$1 a year

Single copies 10 cents

TABLE OF CONTENTS

			Page
1.	Summ	ary of Retail Sales in Canada, February, 1941	1
2.	Comp	arisons of Retail Sales in Canada for February, 1941, with Sales in Related Months, by Kind of business	3
3∗	Inde	x Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a)	General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	4
	(b)	Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores	5
4.	Inde	x Numbers of Retail Sales in Canada by Economic Divisions	
	(a)	Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b)	Department Stores, Variety Stores and Drug Stores	7
5.	Depa	rtment Store Sales in Canada, by Selected Departments, February, 1940 and February, 1941	8

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, FEBRUARY, 1941

(1935 - 1939 = 100)

General Summary

Retail sales in February were held at the January volume and exceeded by 12 per cent the amount of business transacted in January a year ago. The increase over February last year was about on a par with the gain recorded in the January comparison, cumulative figures for the first two months of the current year exceeding by 13 per cent the dollar volume for the corresponding period of 1940. The composite index for twelve lines of business for which data are available stands at 101.3 for February, 1941, 102.3 for January, 1941 and at 90.4 for February a year ago. The number of business days in February is normally less than in any other month of the year. Or adjusting for differences in number of business days and also for normal seasonal variations, the seasonally adjusted index stands at 130.2 for February, compared with 124.5 for January and 130.9 for December, 1940.

Increases over February last year were general for all trades and for all sections of the country. Shoe store sales were 22 per cent above February, 1940, men's clothing store sales gained by a similar margin, women's clothing stores and radio and electrical stores were up 17 per cent and furniture and hardware stores 16 per cent. Sales of candy chains ranged 33 per cent higher than last year and variety store chains were up 20 per cent. Increases for other lines of business included in the survey were 12 per cent for restaurants and for drug stores, 11 per cent for department stores and 8 per cent for grocery and meat stores. The Maritime Provinces continue to lead in point of view of increased business except in the case of grocery and meat stores where gains in Ontario and British Columbia were slightly higher.

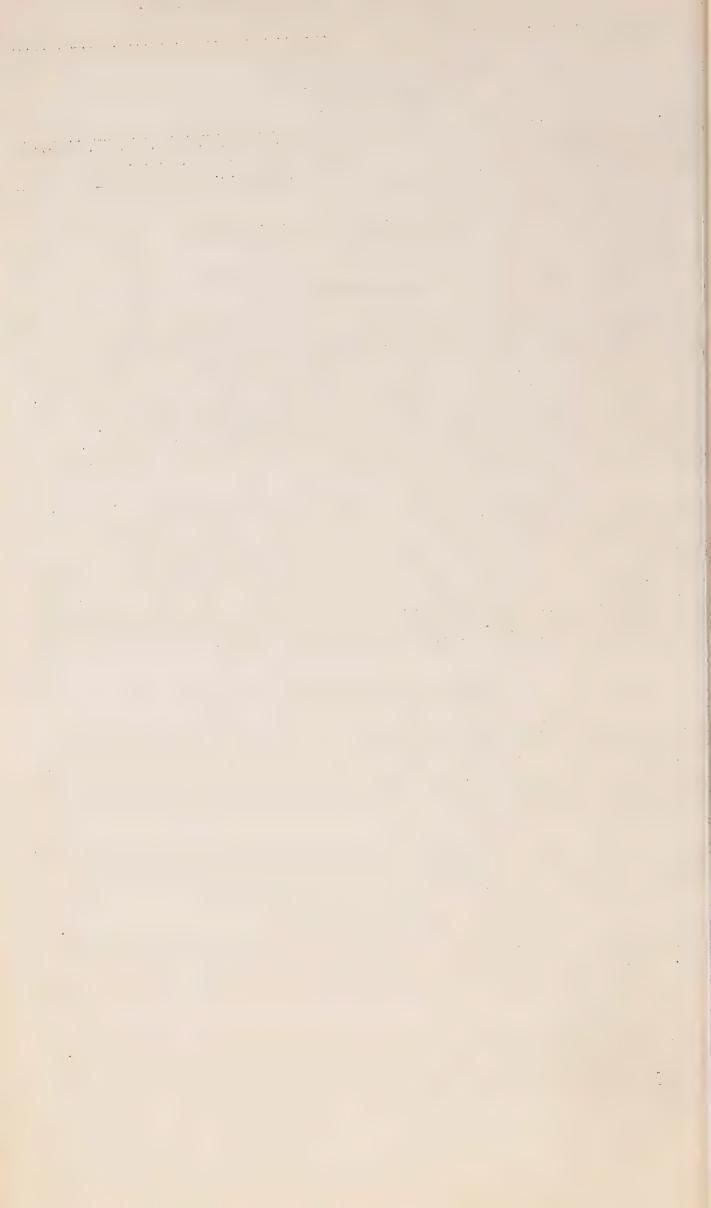
Results for Individual Trades

Sales of boot and shoe stores gained 22 per cent in February this year over last and were 17 per cent lower than in January. In the Maritime Provinces, sales advanced 33 per cent, while Ontario and Quebec recorded increases of 25 and 24 per cent. Improvement of 17 per cent was shown for the Prairie Provinces and British Columbia sales were up 8 per cent. The index adjusted for differences in number of business days and for normal seasonal variations moved sharply upward from 114.2 in January to 134.2 in the latest month.

The increase in candy store sales, which amounted to 33 per cent over February, 1940, was greater than for any other trade. The extent of Valentine's Day business is reflected in a 50 per cent increase over January of this year. The seasonally adjusted index jumped from 117.2 in January to 139.9 in February.

Men's clothing store sales gained 22 per cent over February, 1940, but purchases were 10 per cent lower than in January. Increases in various regions of the country were as follows: 32 per cent in the Maritime Provinces, 25 per cent in Ontario, 20 per cent in the Prairie Provinces, 15 per cent in Quebec and 14 per cent in British Columbia. The seasonally adjusted index advanced from 121.4 in January to 139.3 in February.

Sales of women's clothing stores were greater by 17 per cent in February, 1941 than in the same month of 1940, but were down 10 per cent from January. Sales were up 32 per cent in the Maritime Provinces, 19 per cent in Quebec, 18 per cent in Ontario, 13 per cent in British Columbia and 5 per cent in the Prairie Provinces. The adjusted index advanced from 121.3 in January to 136.3 in February.



Canadian department stores reported sales volume 11 per cent greater than in February a year ago, and 2 per cent above January, 1941. Increases in various sections of the country ranged from 18 per cent in the Maritime Provinces to 9 per cent in the Prairie Provinces. British Columbia sales increased 16 per cent; Ontario, 11 per cent and Quebec, 10 per cent. The seasonally adjusted index stood at 125.4 in February, slightly higher than the 123.3 recorded in January of this year.

Sales of those department stores which reported sales by departments averaged 12 per cent higher in February this year over last. Increases were reported for all departments, but furniture continued to show larger increases than other departments, with improvement of 29 per cent over February, 1940. Other departments showing noticeable improvement were household appliances with a gain of 17 per cent and hardware with an advance of 14 per cent. Sales of men's and women's clothing were both up 10 per cent.

An increase of 12 per cent in drug store sales was recorded in February, 1941 over February, 1940, while the adjusted index moved slightly upward from 124.1 in January to 124.6 in February. Regional results revealed increases of 17 per cent in the Maritime Provinces, 15 per cent in Ontario, 11 per cent in British Columbia, 10 per cent in the Prairie Provinces and 6 per cent in Quebec.

Sales of furniture stores increased 16 per cent over February of last year while the adjusted index rose from 124.6 in January to 133.5 in the month under review.

Grocery and meat store sales in February this year exceeded by 8 per cent sales in the same month a year ago. The seasonally adjusted index was 127-3 for February, 1941, compared with 122.0 in January. British Columbia led other regions in this group with a gain of 11 per cent, closely followed by Ontario and the Maritime Provinces where gains of 10 per cent were recorded. Quebec sales were up 6 per cent and the Prairie Provinces reported a 4 per cent advance.

Hardware store sales averaged 16 per cent higher than in February, 1940, while declining 7 per cent below January. The adjusted index moved upward from 134.3 in January to 140.7 in February.

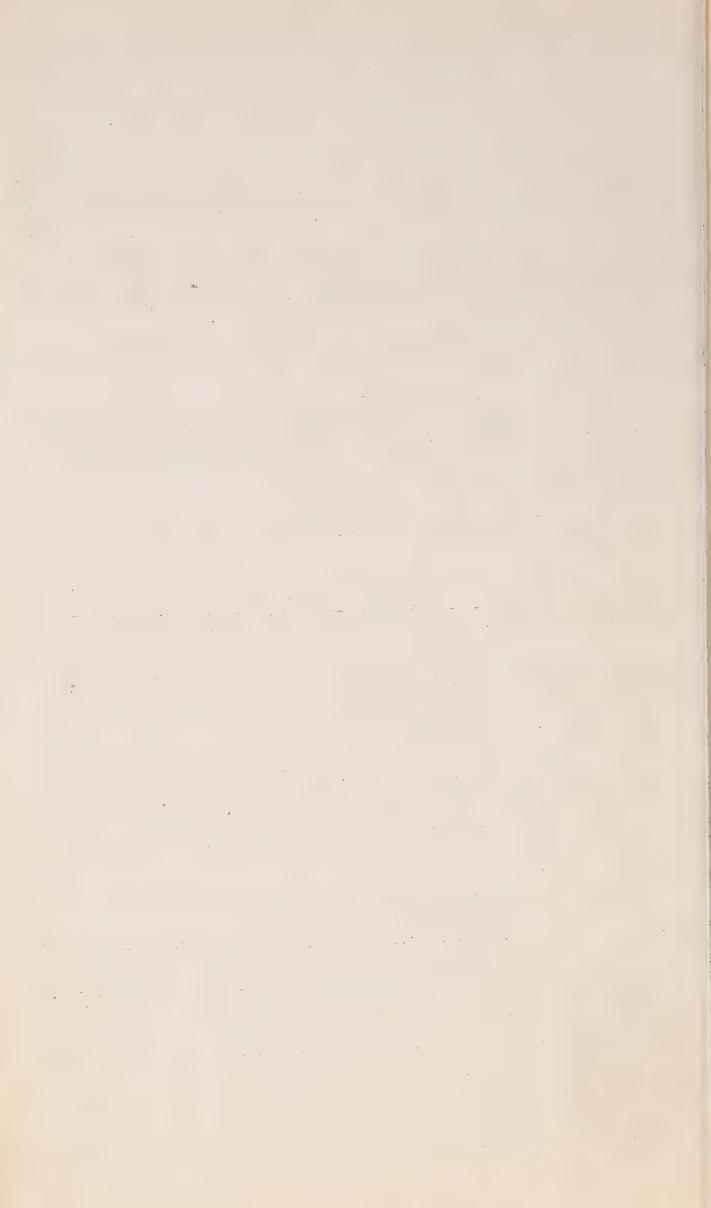
Sales of radio and electrical stores were up 17 per cent over February, 1940, but decreased 6 per cent below January. The seasonally adjusted index was 146.3 for February compared with 143.1 in January. Restaurant receipts were 12 per cent higher than in February a year ago and declined 5 per cent below January.

A gain of 20 per cent in variety store sales for Canada as a whole resulted from the following increases in various regions of the country: 34 per cent in the Maritime Provinces, 21 per cent in Quebec, 20 per cent in Ontario, 13 per cent in the Prairie Provinces and 9 per cent in British Columbia. Sales for this trade were 7 per cent higher in February than in January of the current year. The adjusted index moved upward from 151.4 in January to 153.6 in February.

The summary of boot and shoe store sales and jewellery store sales, which appears bolos, gives results for both January and February, comparisons for January having been omitted from the bulletin for that month. Jewellery store sales averaged 30 per cent higher in February this year. Ontario, with a gain of 40 per cent, and British Columbia, with improvement of 35 per cent, led all other regions. Quebec sales gained 24 per cent; the Maritime Provinces, 13 per cent and the Prairie Provinces, 10 per cent.

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores January and February, 1940 and 1941

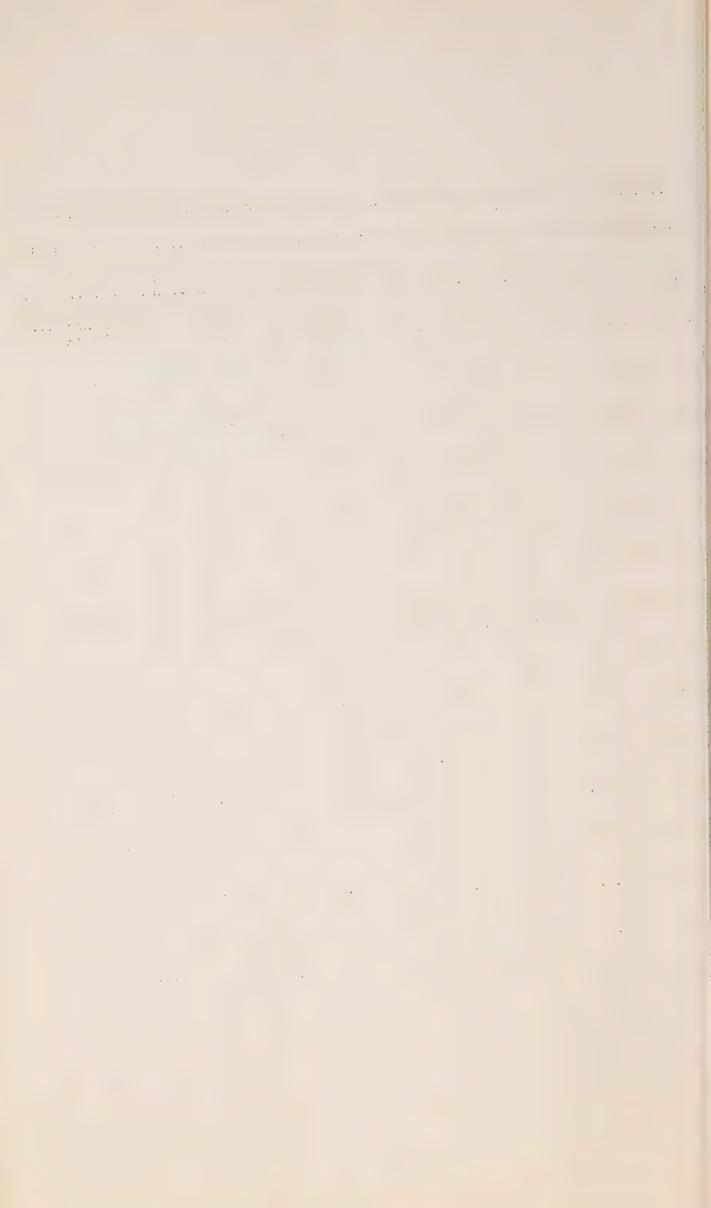
		anuary, 1941 ales in Jan., 1940		Fobruary, 1941 sales in Feb., 1940
Region	Boot and Shoe Stores			Jewellery
CANADA	+ 13.4	+ 12.6	+ 22.1	+ 29.6
Maritime Provinces Quebec Ontario Prairie Provinces. British Columbia	+ 10.3 + 11.7 + 12.3	+ 6.8 + 2.3 + 19.4 + 18.0 + 22.4	+ 33.0 + 24.4 + 25.3 + 17.1 + 7.8	+ 12.5 + 23.5 + 39.6 + 9.5 + 35.3



Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Continued and the continued an				
Kind of Business	+ or -	February, 1941 per cent compar	ed with	Cumulative Indexes
handenman a management and a management	February 1930	February 1940	January 1941	JanFeb., 1941 JanFeb., 1940
General Index	· - 7·0	+ 12.1	- 1.0	+ 12.9
Boots and Shoes	- 31.6	+ 22.1	- 16.5	+ 17.2
Candy	- 25.1	+ 32.8	+ 50.1	+ 26.9
Men's Clothing	- 1.3	+ 21.6	- 10.3	+ 18.8
Women's Clothing	- 21-6	+ 16.6	- 10.0	+ 17.7
Departmental	- 13.1	+ 11.3	+ 1.5	+ 10 9
Drugs	+ 1.0	+ 12.1	- 4.7	+ 13.7
Furniture	- 5.8	+ 15.6	+ 25.4	+ 14.3
Groceries and Meats	+ 0.9	+ 8.2	- 0.9	+ 10.6
Hardware	- 9-3	+ 15.5	- 6.6	+ 14.1
Radio and Electrical	- 21,6	+ 17.2	- 5.6	+ 22.3
Restaurant	- 32+0	+ 12.2	- 5.4	+ 13.7
Variety	+ 65.9	+ 19-6	+ 7.0	+ 19.8
	THE CHARGE SHE THE COLUMN STREET STREET SHE SHE SHE			

Part of the property of the second



INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

.. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

	Ex 20 0 2 2 2 2 2 2	3.6				1. 0		0 6			0 1	50 00 U 10	0	0 0	4	0 1	2 -	4		4.6
Drugs	A B	114.8 123	00 1	ر مر د	120	$ \sqrt{100} $) - 0	- 0	20	ν γ	12 20	3.9 10	200	2. C L	20,3	101 11	2.6	7	7.9 12	2.3 12
	-	77	2 -		· W ·				76	7	O C	2 2	127	7 -	17	77	7 -	1		A
mental	B	135.2	125.8	82.0	91.0	94.7	102.0	7.00.7	108.2	2	ž.	106,2	ó.	3 4	9	120.9	2000	ů,	ď	125.4
Departmental	T)	106.8	99.4	64.0	71.9	71,2	16,7	10.6	84.9	4.46	95.4	105.2	108.7	0 00 0 00	174-7	141.1	150.9	7.017	~	94.4
n s ng	В	152.5		*		~ 1	• • • •	2 -		Č		111.8						133.0(f)	p-	136.3
Women' Clothing	4	97.3	81.0	20.7	59.5	62.5	60.1	61.2	68.0	79.3	102.7	129.4	0 0	÷.	0 -1	~	0	~	α	79.3
S. (c)	В	~ ~	100		0	0.	106.1	ain	òò	0		102.6						125.6(f)	_	139.3
Men's Clothing(c	N N	145.1	67.3	7.45	52.8	50 1 00 1	50.5	60.7	67.7	82.3	90.5	101.5	118.5	6.46	2016	145.5	160.3	199.7	r	82.3
	3	201.1	150.3	124.5	104.1	103.5	102.4	100.7	ni	139.9	115.6	98.7	110.9	101.0	110.8	114.0	120.5	124.0	(139.9
Candy(h)		170.8	127.6	108.8	2 cc 2 cc 4 cc	700	105.8	92.9	97.5	129.1	158.5	80.0	85.7	8:5	106.6	109.5	105.1	226.5		129.1
Shoes	В	166.8	126.4	104.7	92.7	93.9	99.2	103.7	93.	4	د.00	101.5	100.9	106.6	122.7	104.4	130.4	107.0(f)		134.2
Boots and Sh	6 1	108.1	79.50	65.0	52.2	1000	52.1	52.6	54.7	66.8	83.6	106.9	117.8	101.3	97.8	113.7	128.6	146.8	more as Loc. + pm	0.08
8.	В	143.9	120.0	8.66	81.2	92.5	93.8	103.3	99,2	130.2	د ورد	110.0	113.7	114.5	119.8	à c		130.9(f)	n ngaganapamban	124.5
Genera	A	115.3	97.2	83.2	65.7		78.7	-	~ ~		ر م	110.1	129.9	103.2	113.2	123.9	135.7	174.1		102.3
3 5	rear and Konui	ebruary, 19	February, 1930	Spruary, 19	rd r	February, 1934	February, 1936	ebruary, 1938	-	ebruary, 1	1940	April		July	August	September	Cooper	December	- T	January

4

⁽c) Includes men's furnishings.(f) Final figures.(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 - 100)

	н	E-2	- 5 -	
		Variety	78.1 90.0 89.9 89.9 87.7 77.5 77.5 104.5 1124.5 125.8 125.8 125.8 125.8 125.8 125.8 125.8 126.7 134.6 134.6	151.4(f) 153.6
		Var	N000 NN N000000 W 844 UN NO WO	103.7
		n ands R	1 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	117.8
Variations.	200	A A	164.0 153.1 123.4 101.9 78.5 80.2 83.3 93.1 96.3 97.8 104.1 103.6 99.8 106.0 113.5 113.5 109.2	104.1
Seasonal		В	250.8 169.5 162.4 105.4 64.4 78.2 93.2 113.2 101.1 95.5 119.8 146.3 125.4 125.4 125.4 125.4 133.2 119.6 115.4	146.3
3 Days and	Radio	A	4/00 00 00 01 4 4 01 4 10 4 10 4 10 4 10	108.8
of Business	dware	В	148.4 132.3 116.9 98.9 64.1 77.4 84.1 85.8 98.5 102.6 116.9 103.9 119.7 108.0 115.3 123.6 136.8(f)	140.7
Number	Har	A	95.0 84.7 84.7 133.7 66.5 66.5 1100.2 1100.2 126.2 126.2 126.2 146.2 82.2	76.8
Adjusted for	Groceries and Meats	В	126.8 126.1 114.9 99.4 83.4 89.4 91.5 93.3 99.9 105.4 103.9 113.8 127.3 120.8 116.2 120.8 116.2 120.8 116.2	127.3
m	Groc	A	116.5 105.7 105.7 105.7 105.7 108.0 116.2 124.5 116.2 123.9 124.2 126.1 135.5	116.9
A. Unadjusted	Furni ture	A The second sec	173.7 129.3 116.1 87.4 61.6 61.6 109.3 101.5 101.5 111.3 113.7 113.4 113.4 113.4 115.1 145.3(f)	m
	Furn	A	148.6 110.6 199.3 76.7 76.7 76.7 79.2 79.3 79.2 100.6 1125.2 1125.2 1125.2 1125.3 1125.3	704.5
	Year and Month		February, 1929 February, 1930 February, 1932 February, 1933 February, 1935 February, 1936 February, 1936 February, 1937 February, 1940 February, 1941 Januery, 1941 Januery July August September Cetober Nevember December January	· · · · · · · · · · · · · · · · · · ·

. .

***ಹಾಗು (ಕಹಕು ೧೯ ೧ಮರಾಗು ಕಂಡಾಗು ಪ್ರಾಂತ ಕರಗಳಾಗಿದೆ ಮಮೆಯು ಘಟ್ಟಿಯಾಗು	יים או איים איים איים איים איים איים איי	THE RESIDENCE OF THE PARTY.	B. A. M. MICHAEL MANY MICHAEL M	C TAVELAGE TO	1,17,57-17,5%	F 100)
Year and Month	CANADA	Maritime	Quebec	Ontario	Prairie	British,
	राजाार कामाचा धानकाक कामाना कर्त	Provinces	The state of the s	OH OUL II O	Provinces	Columbia
and the state of t		Men ^e s Cla	othing Stores	s(c)		
February, 1935	1	ラグ・丁	57-1	61.2	51.6	57.7
February, 1937		61.3	60.1	66.8	54.8	60.9
February, 1938		66.8	60.1	62.1	53.3	60.4
February, 1939		57.5	54.2	59.2	49.8	60.2
February, 1940		81.3	65.7	68.3	61.0	68.3
1940	02.3	106.9	75.3	85.5	73.4	77.7
September	107.3	130.8	99.8	106.9	300.0	30/ 7
October	145.5	165.2	134.3	145.3	109.9	106.7
November	160,3	182.9	150.3	160.3	181.7	130.2 137.3
December	199.7(f)	250.8	171.9	212.0	178.8	201.6
1941						202-0
January	91.8	120.4	79.8	96.7	79.5	94.2
February	82.3	106.9	75.3	85.5	73.4	77.7
% Change,						
February, 1941 February, 1940	+21.6	+31.5	+14.6	+25 2	+20.3	+13.8
% Change,	D. Comp. Car		object of the state of the stat	•		
Jan Feb. 1941	+18.8	122.6	The Property of the Property o			
Jan Feb. , 19401	410.0	+33.0	+10.5	+21.5	+16.5	+15.6
		The case of the ca		Tirottaria vateria jaranteriasiata erranasiasia.	recommended that the second of	
February, 1936	57.7	Women's	Clothing Sto			
February, 1937	60.1	56.7 55.4	61.7 63.5	57.3	55.0	52.9
February, 1938	61.2	58+4	64.9	59-3	59.4	57.2
February, 1939	56.4	52 _* 2	57.8	60.5 56.2	59.2 53.6	59.0
February, 1940	68.0	70.0	66.6	67.9	68-5	60.1 70.9
February, 1941	7943	92.1	79.4	80.2	71.8	79.8
1940						() - 0
September	114.0	130.1	103.1	119.1	106.3	123.3
October	148.6	172.6	143.2	147.4	160.8	140.8
November	146.8	178.3	127.9	151.5	162.3	138.9
1941	193.6(f)	227.6	182 * 7	205.1	178.0	173.7
January	88-1	111.0	75.4	94.6	80,6	91.9
February	79.3	92.1	79.4	80.2	71.8	79.8
% Change,		·				
February, 1941	+56.6	+31.6	+19.2	+18.1	+ 4.8	+12.6
February, 1940		.54.0	, _ , _	, 10, 1	, 4.0	136 (0
% Change,						
Jan. Feb. 1941 Jan. Feb. 1940	+17.7	+28.5	+18.1	+19.6	+ 8.0	+15.8
1740	THE PERSON SERVICES SINGLE				Entrit California Cali	words the should be above the should be shown
জন্ম ক্ষিত্তকালে ক্ল'কিলক্ষ্যকে ও ওলক্ষ্যকাল ক্ষ্যক ক্ষাত্ত ক্ষাত্ত	The same are the first transfer and the same and	Grocery	and Meat Sto	res		
February, 1936	94.3	(g)	100.4	93.2	85.7	91.3
February, 1937		(g)	92.9	92.7	83.9	96.5
February, 1938	96.8	(g) 92.8	98.9	98.2	87.1	97.3
February, 1940		106.6	103.3 110.7	98.5 109.6	77.5	80.4 105.0
February, 1941	116.9	117.1	117.4	120.7	104.0	116.2
1940		State of Francisco		260	1.07.0	should ♥ &
September	108.9	118.4	102.0	106.5	124.6	109.9
October	120.8	122.2	114.8	121.6	130.4	121.4
November	126.1	127.5	118.8	130.2	129.1	124.2
December	135.5(f)	136.3	130.6	141.6	128.6	130.9
1941	179 0	774 1	776 6	304 7	304.4	726 8
January	118.0	116.4	116.5	124.1 120.7	104.4	115.5
% Change,	110,3	TT (- T	TT(- 4	750.1	104.0	116.2
February, 1941				.20.2		
February, 1940	+ 8,2	+ 9.8	+ 6.1	+10.1	+ 4.3	+10.7
% Change,	dent service	9	y today complete	~		
JanFeb. 1941	+10.6	+11.0	+ 7.7	+12.8	+ 7.9	+13.6
Jan. Feb. 1940	2000	A THE STATE OF THE		The resonance of the same of the same of		123.0
(c) Includes men's	fumichina					

⁽c) Includes men's furnishings.
(f) Final figures.
(g) Not available.



Year and Month CANADA Maritime Provinces Quebec Ontario Prairie Provinces Department Stores February, 1936 · 75.6 73.0 72.7 76.6 76.0 February, 1937 · 76.7 72.3 75.1 78.2 76.1 February, 1938 · 75.4 69.7 77.7 77.0 71.9 February, 1939 · 71.0 63.3 73.3 71.8 68.6 February, 1940 · 84.8 83.9 87.4 85.6 83.0 February, 1941 · 94.4 99.2 96.0 94.7 90.3	
Department Stores February, 1936	76.6 77.3 79.2 75.5 84.2
February, 1936 75.6 73.0 72.7 76.6 76.0 February, 1937 76.7 72.3 75.1 78.2 76.1 February, 1938 75.4 69.7 77.7 77.0 71.9 February, 1939 71.0 63.3 73.3 71.8 68.6 February, 1940 84.8 83.9 87.4 85.6 83.0	77·3 79·2 75·5 84·2
February, 1937 76.7 72.3 75.1 78.2 76.1 February, 1938 75.4 69.7 77.7 77.0 71.9 February, 1939 71.0 63.3 73.3 71.8 68.6 February, 1940 84.8 83.9 87.4 85.6 83.0	77·3 79·2 75·5 84·2
February, 1938 75.4 69.7 77.7 77.0 71.9 February, 1939 71.0 63.3 73.3 71.8 68.6 February, 1940 84.8 83.9 87.4 85.6 83.0	79·2 75·5 84·2
February, 1939 71.0 63.3 73.3 71.8 68.6 February, 1940 84.8 83.9 87.4 85.6 83.0	75·5 84·2
February, 1940 . 84.8 83.9 87.4 85.6 83.0	84.2
	70.0
1940 September 114.1 114.8 116.8 117.2 107.3	116.6
October 141.1 152.1 135.9 136.6 149.0	136.9
November 150.9 155.5 141.0 150.0 160.8	139.7
December 210.2 245.3 215.3 218.9 192.3	197.2
1941	
January 93.0(f) 98.4 102.2 92.6 87.6	93.4
February 94.4 99.2 96.0 94.7 90.3	98.0
% Change,	
February, 1941 +11.3 +18.2 + 9.8 +10.6 + 8.8	+16.4
February, 1940	
% Change, JanFeb., 1941 +10.9 +16.8 + 9.9 +10.7 + 7.3	+17.4
JanFeb., 1941 +10.9 +16.8 + 9.9 +10.7 + 7.3	TT1 • 4
estable and the series of the	The second secon
Variety Stores	mate at the same of the same and the same of the same
February, 1930 . 1 02.1 54.3 62.7 63.8 57.8	
February, 1937 . 65.8 59.5 63.9 68.1 64.0	68.0
February, 1938 . 70.6 62.2 72.1 72.0 65.4 66.5	
robladily 1757	
200 /	
February, 1941 . 103.7 125.0 106.3 99.8 102.6	
September 125.5 160.2 128.1 118.2 128.6	
October 146.9 184.2 150.4 138.5 163.0	
November 153.8 195.2 151.1 149.4 162.2	
December 276.2 368.5 257.2 278.1 281.7	212.9
1941	87.0
January 96.9(f) 110.8 103.0 94.3 90.6	
repruary	70.0
# Change, February, 1941 +19.6 +33.8 +20.9 +19.7 +12.6	+ 9.1
TI T	7 / 1
February, 1940 % Change,	
JanFeb., 1941 +19.8 +29.3 +22.6 +20.0 +12.5	+10.1
Jan Feb., 1940	स्थाकः सः काळाणात्मा क्रोकेतायः । सः यः कायः सः व
Drug Stores 88.8 84.1 93.9 89.8 64.1	
2001	
rebruary, 1931	
February, 1938	
February, 1940 and 100.2 104.8 106.6 98.4 97.9	}
February, 1941 . 112.3 123.0 112.7 113.3 107.2	108.1
1940	
September 112.3 115.0 107.8 111.2 117.0	
October 124.1 129.2 120.9 118.5	
November 116.9 126.4 116.7 117.7 112.4	
December Totality	103.1
1941 January 117.9 126.8 120.9 117.9 112.2	115.9
January 111.9 120.0 112.7 112.7 117.2	
February! 112.3	
% Change, February, 1941 +12.1 +17.4 + 5.7 +15.1 + 9.5	+11.4
February, 1941 +12.1 +17.4 + 5.7 +15.1 + 9.5	
% Change .	
JanFeb. , 1941 +13.7 +18.9 + 9.5 +15.7 +11.4	+13.2
JanFeb. 1940	caucinoses de var raines desenticiones de raincamente

⁽f) Final figures

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS FEBRUARY, 1940 and FEBRUARY, 1941

(Based on sales of 19 firms)

print 1	· · · · · · · · · · · · · · · · · · ·		r milleredige ver i der dem sich omer millereden stimmen stimmen.	
-		February 1940	February 1941	% Change 1941/40
	TOTAL SALES, ALL DEPARTMENTS	**	Ş	
	DEPARTMENTS	15,750,593	17,554,158	+ 11.5
1.	. Women's dresses, coats and suits	1,235,578	1,396,309	+ 13.0
2.	Girls' and infants wear	351,990	430,804	+ 22.4
3	Hosiery and gloves	590,231	621,047	+ 5.2
4.	Lingerie and corsets	709,585	748,270	+ 5.5
5.	Millinery	129,950	132,664	+ 2.1
6.	Women's and children's apparel(Total, 1-5)	3,017,334	3,329,094	+ 10.3
7.	Men's and boys' clothing and furnishings	1,409,919	1,548,581	+ 9.8
8.	Drugs and toilet articles and preparations .	575,116	641,023	+ 11.5
9-	Piece goods	1,510,183	1,631,387	+ 8.0
10.	Smallwares	659,271	690,525	+ 4.7
11.	Food and kindred products	1,791,157	1,915,012	+ 6.9
12.	Furniture (including mattresses, springs)	1,228,749	1,580,471	+ 28.6
13.	Home furnishings	1,300,468	1,373,914	+ 5.6
14.	Household appliances and electrical supplies	485,288	<i>5</i> 67 , 693	+ 17.0
15.	Hardware and kitchen utensils	636,698	726,493	+ 14-1
16.	Radios, musical instruments and supplies	279,622	302,161	+ 8.1
17.	Shoes and other footwear	865,509	925,001	+ 6.9
18.	Stationery, books and magazines	269,765	300,754	+ 11.5
19.	All other departments, total	1,721,514	2,022,049	+ 17.5



CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

No. 3

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MARCH 1941

Published by Authority of the Hon. James A. MacKinnon, M.P., Minister of Trade and Commerce.

OTTAWA

1941

Price \$1 a year

Single copies 10 cents

TABLE OF CONTENTS

			Pag
1.	Summ	ary of Retail Sales in Canada, March, 1941	1
2.	Comp	arisons of Retail Sales in Canada for March, 1941, with Sales in Related Months, by Kind of Business	3
3.	Inde	x Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a)	General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	4
	(b)	Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores	5
4.	Inde	x Numbers of Retail Sales in Canada by Economic Divisions	
	(a)	Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b)	Department Stores, Variety Stores and Drug Stores	7
5.		rtment Store Sales in Canada, by Selected Departments,	8

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, MARCH, 1941

(1935 - 1939 = 100)

General Summary

The increase in retail trade in Canada recorded during the first two months of the year was continued in March, dollar sales for 12 lines of business for which figures are available averaging 13 per cent above March a year ago. The March increase was similar to that for the first quarter of this year over the corresponding period of 1940 which also stands at 13 per cent. The general index of sales, on the base 1935 - 1939 = 100, unadjusted for seasonal variations, stands at 119.2 for March, 101.7 for February and 105.9 for March a year ago On adjusting for differences in number of business days, for normal seasonal movements and for the changing date of Easter the corrected index stands at 129.3 for March, 130.8 for February and at 112.3 for March last year.

Easter occurred in March, 1940 whereas practically all the pre-Easter business was transacted in April this year. But cold weather conditions in March last year acted as a deterrent upon the retail trade of that month. Increased purchasing power in the hands of consumers together with the early spring in 1941 more than offset the adverse result that would otherwise be noted in the March comparison with the result that all lines of business excepting only candy stores recorded gains over March last year. Shoe store sales were up 20 per cent; department store sales gained 17 per cent; men's clothing stores, 16 per cent; restaurants, 16 per cent; drug stores, 13 per cent; women's clothing stores, 11 per cent and variety stores, 11 per cent. Candy store sales, influenced more by the shifting date of Easter than by seasonal changes, declined by 35 per cent from March a year ago.

Gains for stores specializing in durable or heavy goods exceeded those for stores dealing mainly in clothing or food products. Increases in these trades over March, 1940 amounted to 22 per cent for furniture stores, 24 per cent for hardware stores and 26 per cent for radio and electrical stores. The increase in retail prices on dealers' stocks purchased after the imposition of new taxation schedules at the beginning of December, 1940 is a factor to be considered in relation to the gains in dollar sales for these lines of business. Increased taxes did not apply to stocks in retailers' hands when the new schedules went into effect. As these stocks are liquidated the dollar sales for stores specializing in radios, electrical appliances and some other commodities will be affected to an even greater degree by price movements.

Results for Individual Trades

Shoe store sales gained 20 per cent in March this year over last and were up 50 per cent from February. The marked increase over February was considerably more than the usual seasonal movement for this time of year, the seasonally adjusted index advancing from 134.6 in February to 143.7 in March. Sales for the first quarter of 1941 were 19 per cent above the corresponding period a year ago.

Candy store sales declined 21 per cent from the February level and were 35 per cent below March last year. The occurrence of Easter in March, 1940 and in April, 1941 accounts for the decline in the March comparison. The St. Valentine's day trade adds materially to sales in February, a decline between that month and March being a regular feature in the candy trade.

Men's clothing store sales were up 16 per cent over March last year and increased 28 per cent from February. Cumulative figures for the first quarter of the year stand 18 per cent above the corresponding period of 1940. Results on a regional basis show the Maritime Provinces and Ontario standing equal in point of view of the increase for the month of March over last year but show the Maritimes leading in the year to-date. Percentage increases in March of this year over last for the various

- 2 -

economic divisions with results for the first quarter in brackets are as follows:
Maritime Provinces, 20 per cent (28 per cent); Quebec, 17 per cent (13 per cent);
Ontario, 20 per cent (21 per cent); Prairie Provinces, 6 per cent (12 per cent) and
British Columbia, 1 per cent (10 per cent).

Women's clothing store sales gained 11 per cent over March last year and were up 43 per cent from February while sales for the first three months of the current year stand 15 per cent above the corresponding period of 1940. Regional increases for the month and for the first quarter are as follows: Maritime Provinces, 14 per cent (23 per cent); Quebec, 15 per cent (17 per cent); Ontario, 16 per cent (18 per cent) and cent in March but sales in the first three months averaged 4 per cent higher than in the same period last year.

Department store sales increased 17 per cent over March a year ago and stood 18 per cent above the February level. Sales for the year to-date were up 13 per cent. The largest gains continued to be recorded in the Maritime Provinces where an increase of 29 per cent was reported over March a year ago. Sales in the Maritimes for the first three months of the current year stand 22 per cent above the corresponding period of 1940. Results for other regions both for the month under review and for the year to date follow: Quebec, 14 per cent (12 per cent); Ontario, 19 per cent (14 per cent); Prairie Provinces, 12 per cent (9 per cent) and British Columbia, 17 per cent (17 per cent).

Drug store sales averaged 13 per cent higher in March this year than last while the increase for the first quarter was similar at 14 per cent. Sales increased by 10 per cent in March over February, the seasonally adjusted index advancing slightly from 124.6 in February to 125.8 in March. Increases in the Maritime Provinces and Ontario exceeded those recorded in other regions, percentage changes for the various regions of the country for the month of March with figures for the first quarter of the year in brackets being as follows: Maritime Provinces, 18 per cent (19 per cent); Quebec, 10 per cent (10 per cent); Ontario, 16 per cent (16 per cent); Prairie Provinces, 8 per cent (10 per cent) and British Columbia, 13 per cent (13 per cent). The increase for March is equal or similar to that for the three-month period in each instance.

Furniture store sales gained 22 per cent over March, 1940 and were 9 per cent higher than in February. Sales for the first quarter of 1941 averaged 17 per cent above the corresponding period a year ago.

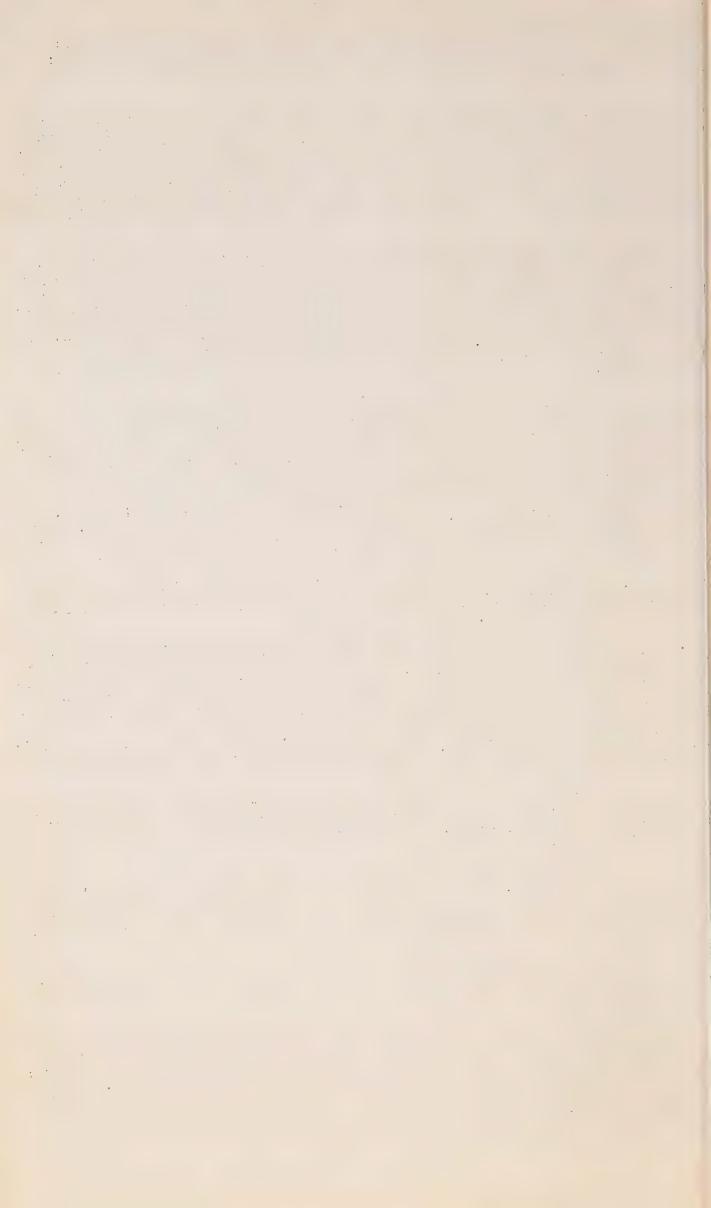
Grocery and meat store sales averaged 8 per cent higher in March of this year than last and were up 15 per cent over February. The seasonally adjusted index for March was maintained at approximately the same level as in the preceding month. Cumulative figures for the first three months of the year show an increase of 10 per cent. Increases for each of the five regions of the country for the month of March, 1941, over March, 1940, with corresponding increases for the first quarter in brackets are as follows: Maritime Provinces, 7 per cent (10 per cent); Quebec, 5 per cent (7 per cent); Ontario, 12 per cent (12 per cent); Prairie Provinces, 4 per cent (8 per cent) and British Columbia, 11 per cent (12 per cent).

Hardware store sales gained 24 per cent over March last year and were up 26 per cent over February, the seasonally adjusted index receding from 142.4 in February to 137.6 in the month under review. Sales for the year to date averaged 18 per cent above the first quarter of 1940.

Radio and electrical store sales increased 26 per cent over March, 1940 and were 11 per cent higher than in the immediately preceding month. This increase was about in line with the usual seasonal movement, the seasonally adjusted index standing at 148.4 for March and 148.5 for February. Sales for the first quarter of 1941 stand 24 per cent above the corresponding period of last year.

The business transacted by restaurants increased 16 per cent over March, 1940 and was up 13 por cent over February. Sales for the year to date stand 14 per cent above the first quarter of 1940.

Variety store sales averaged 11 per cent higher in March of this year than last and increased 16 per cent over February. Sales for the year to date were also up about 16 per cent. Variety store sales in the Maritime Provinces gained 24 per cent over last year for the month of March and were up 27 per cent for the first quarter. Increases for March and for the year to date for the other regions follow: Quebec, 8 per cent (17 per cent); Ontario, 13 per cent (17 per cent) and Prairie Provinces, 3 per cent (9 per cent). Sales in British Columbia during March were unchanged from a year ago while figures for the first quarter were up by 6 per cent.



Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

中で関連の場合である。これを対象が、他の関係である。 中では、これを対象が、他の関係である。 中では、一般のは、は、、、、、、、、、、、、、、、、、、、、、、、、、、、、、、、、	THE WILL SHEET THE THE THE THE THE THE THE THE THE			
Kind of Business	Institute or sometiments are the first off which	March, 1941 per cent compa	red with	Cumulative Indexes
	March 1930	March 1940	February 1941	JanMarch, 1941 JanMarch, 1940
General Index	+ 0.2	+ 12.6	+ 17-2	+ 12.9
Boot and Shoe Stores	- 15.7	+ 20.3	+ 50.1	+ 18.5
Candy Stores	- 35-3	- 35.3	- 21.0	- 2.9
Men's Clothing Stores	- 16.5	+ 16.2	+ 27.7	+ 17.8
Women's Clothing Stores	- 3-3	+ 11.0	+ 42.7	+ 15.1
Department Stores	- 3.8	÷ 16.8	+ 17.5	+ 13.2
Drug Stores	+ 0.1	+ 13.3	+ 10.2	+ 13.6
Furniture Stores	- 6.9	+ 21.5	+ 9.1	+ 16.7
Grocery and Meat Stores	+ 11.6	+ 8.2	+ 14.6	+ 9.9
Hardware Stores	- 4.4	+ 24.1	+ 26.4	+ 18.1
Radio and Electrical Stores	- 15.6	+ 26.0	+ 11.0	+ 24.1
Restaurants	 27.2	+ 16.2	+ 13.1	+ 14.3
Variety Stores	+ 67.0	+ 10.6	+ 15.7	+ 16.2

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores March, 1940 and March, 1941

 株式を大きな中央では、大きながあったが大きな中央では、中央では、大きなでは、大きなでは、大きななどでは、大きななどでは、大きななどが、大きなななどが、大きななどが、大きななどが、大きななどが、大きななどが、大きななどが、大きななどが、大きななどが、大きななどが、大きなななどが、大きなないからなないが、大きななどが、大きなないが、大きななどが、大きななどが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きななないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないが、大きなないかが、大きなないが、ためないが、大きなないかではないが、ためないが、ためないが、ためないが、ためないないが、ためないかないが、ためないが、ためないが、ためないかないが、ためないかないが、ためないからないが、ためないかないが、ためないからないないが、ためないないが、ためないないないないないないないないないないないないないないないないないないない	akt moorikusin minorum ikon ahminista sahministan markampunni makampunni makampun moorika makampun ili melapam Ahkilatikan muun moorika mengan mengan mengan makampun mengan mengan mengan mengan mengan mengan mengan mengan	и годи партовання (по то сверхийн по со строй по то со строй по со строи по со строи по строи п
		March, 1941 les in March, 1940
Region	Boot and Shoe Stores	Jewellery Stores
Ganada	+ 20.3	+ 23.5
Maritime Provinces	+ 9.9	+ 8.8
Quebec	+ 19.1	+ 11.5
Ontario	+ 30.7	+ 35.1
Prairie Provinces	+ 0.2	+ 14.1
British Columbia	+ 9.7	+ 23.3

rrit orimitation in the original of

and the second second second

in the second of the second of

.

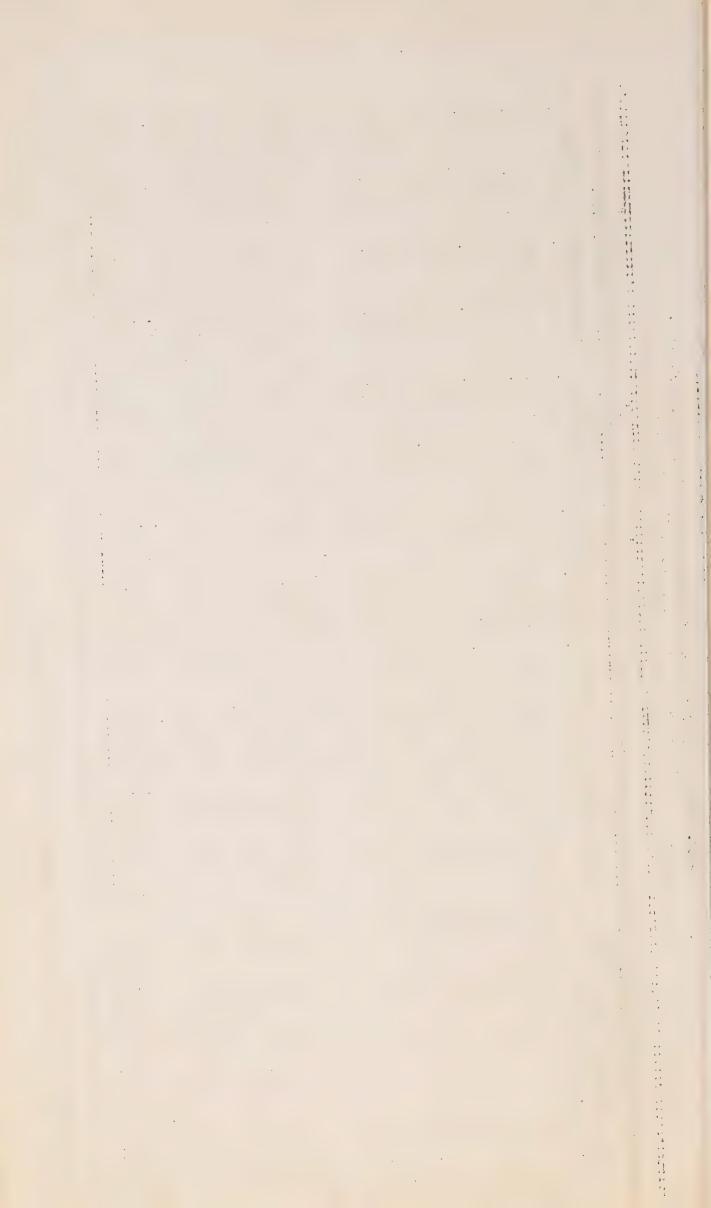
- 4 -

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 * 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

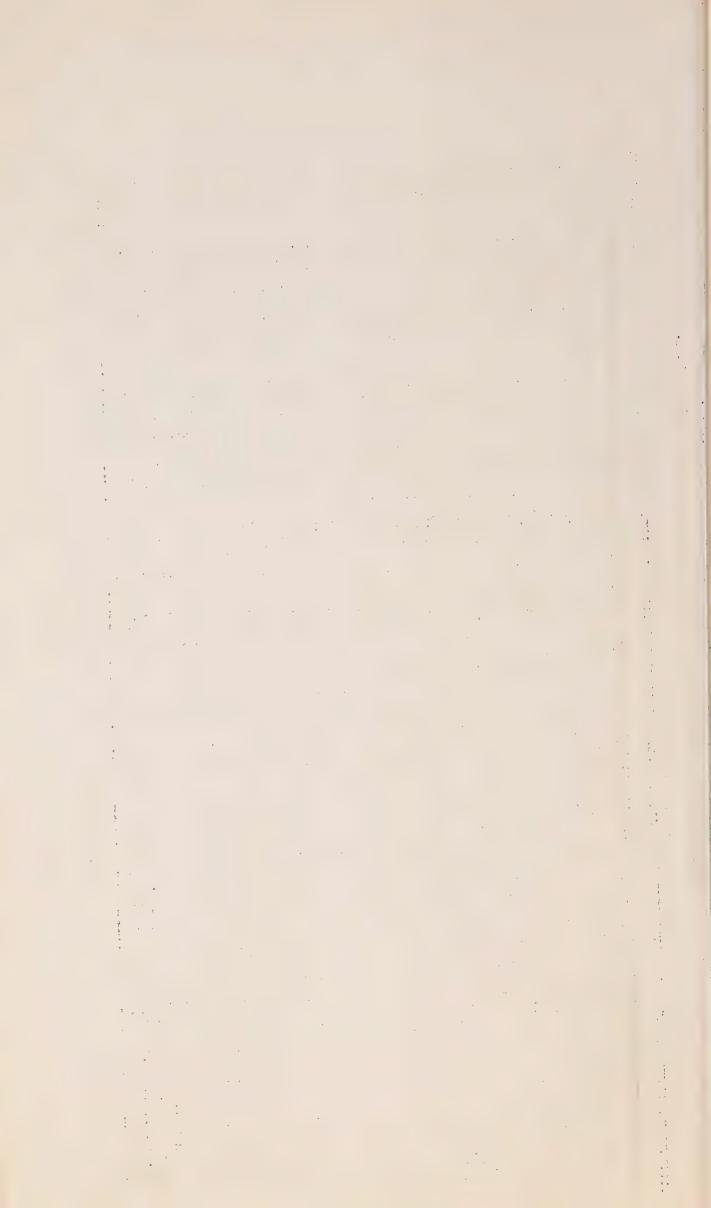
0.00		P. Strategiese van	7.	7 0 1		f	3	200	-2	ښد	ာ့	ý,	၂ () a		(กัก	Λα	20	i ca	တ	7	, 20	. \0		r	- V9	8
	Jan 1 Car	or ugs	12	37	2	10	0	00	0	0 (2,5	2 5	7 -	105	1	C (TOOL	01	י כל כ	717	114.	119,	115,	131.		~	124.	2
1)	No. 2 Alle		126.0	123,8	108.3	105.0	87.2	93.7	95.5	908	TOT	0.77.0	7,001	103.9		(70	ے 7ر ،	, (1 10	112,3	و ال	i				112.4	
	Departmental	В	138.2	126.8	121.9	92.4	82.9	φ φ	87.4	74.0	7, 0 7, 0	20.0	- a	124.8		V	္ခဲ့တ်		0 0 0	. ``	116.7	· ·	~	0		0	126-1	4.
	Denar	V	132.9	115.8	113.4	9.06	77.8	27.00	80.2	0 C C C C C C C C C C C C C C C C C C C	26.7	0,000	0 0	111.4		1.0	~ ~~	1 00	m	~	114.1	د ـ		·			94.8	6
2 0	hing	В	158.2	148.6	137.2	103.8	88,2	91.0	200	20,00	2007	2 0 0	106.0	134.9		_	10	l Q	() ()	30	125.3	ó		ň			137.3	9
Wome	Glothing	Ä	148.5	117.9	114.0	94.4	69,7	200	7 × ×) o	00 00 14	000	102.7	114.0	Marie web accer	7.66	118.1	116.5	0.96	0.96	114.0	7,5%	146.8	193.6			19.9	4.
n's	ing(c)	М	192.7	154.8	117.7	78.4	27.0	~ a	0.00	105,3	104.6	85,5	105.6	130.9						**	112.1					-	139.5	Ċ
Mens	Cloth	А	196.6	126.0	103.6	7.5	0 4 0	0,40	7.7.	000	79.6	70.2	90.5	105.2							107.3						82.4	
	dy(h)	В	190.2		-1	7	<u> </u>	÷	28.5		, j.,	0	10	, b	mental mental survey di	ထဲ	$\dot{\circ}$	ô	-	Ö	109.6	; · ·	; ;	رت			140.7	
	Candy(li.	256.7	1.50.6	27.7	170.0	200	80.6	00 1	146.4	76.2	75.2	158.5	102.6		80.0	108.3	85.7	84.5	106.6	00.00	10%'S	105.1	2.022		86.0	129.9	102.6
Boots	Shoes	B stranger outcome and the stranger of the str	198.3	154.T	0.477	7.06	0.7.0	105.3	0.66	93.8	102.5	98.6	100-3	143.7		101.5	100.9	103.1	106.6	122.7	0 < 0	120 7	100.5	0.07		114.2	134.6	143.7
Bo	and	The state of the s	183.6	7. COL	101-100 101-11-11-11-11-11-11-11-11-11-11-11-11-	0 a	98.0	81.5	81.7	83.6	78.5	0.69	9.0	100.6		106.9	117.8	144.3	101,3	9.1.0	7.5.TT .	108.6	α 3/1	0.00		80.0	0.79	9.001
General	Index	В	143.1	+ 1000 c	66.7	000	- m	91.9	95.6	103.7	101.7	98.1	112.3	129.3		110.0	11.3,7	1.0.0	114. 5	ייאדר	70000		5	:)		324.6	130.8	127.3
Gene	- 1	H	137.6													110.1	119.9	757.6	2.507	27.57.5	121.9	135.7	- 100-	1			7.101	
	Year and Month		1929															0 V C 0 0 3 A A V C 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	•	Santonhor	Cotober	November	December	* a chia farmi		January	February	
,	>1	BOOK METEROPEN	March,	March	March.	March	March	March,	March	March	March,	Harch	Light	יימד כוו	1940	hpril	Tilay	Tult	Sury Sury	Sair	0040	NOV	Dece		1941	Janu	Februs	

(c) Includes men's furnishings. (h) Candy indexes are based largely upon returns from retail candy chains.



A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision) INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

Year and Month	(2		Groceries	ries			Radio an	8n d				
יים מונים ויים ויים ויים ויים ויים ויים ויים	L OT TIT POLE	ainn	and Meats	ears		Hardware	Elect	rical	Rest	Restaurants	Var	Variety
CONTRACTOR AND AND THE TRACTOR CONTRACTOR OF MICH.	Contract Contract of the Contr	T STANDARD COLORS AND	A second second account	m	A	В	A	В	A	В	A	B
0000 2320	0 076	, i	()	(. (. (,		Contraction of the Contraction o	Chambild Chamberson	The demand special service of
	Too	702.0	130-T	750.5	108.4	158.0	180.3	235.8	178.6	180.8	67.1	78.6
	121.4	134.9	120.7	119.7	102.7	143.9	145.1	182.4	160.9	163.4	71.9	89-68
	98.2	7.11.7	113-2	117.9	1.96	134.6	120.1	149-1	725.6	0.02.	100) \(\alpha\)
	71.2	81.0	101.3	103.4	63.8	89. A	0.67	0 70	0 701	0.707	+ 0	0000
March, 1933	60.2	66.2	89.7	90.3	200	1009	7 07	-0.00	0.001	7. OT	0.60	83.7
March, 1934	77.4	86.0	64.7	2000	200	,	0.00	0.60	000	22.0	58-2	74.5
	2000	2 2	1 000		7.7.7	03.7	00.4	4.6/	95.2	95.1	72.8	82.8
	0.1.	2.00	70.4	95.8	8.09	85.2	80.1	95.8	94.1	95.2	6.99	83.1
	1.1.1		93.3	98.1	65.1	91.2	78.0	94.4	1000.1	102.6	66.3	87.0
	2.79		101.2	104.5	75.6	105.9	93.5	113.2	108,4	7.901	84.2	יויייייייייייייייייייייייייייייייייייי
	83.5		105.8	102.8	77.5	104.6	89.4	2.701	103.3	- 100	700	70101
	C)	94.5	109.6	104.9	72.0	1.76	80.1	100	0.00	104.70	000	TOT 3
March, 1940	~		124. K	7 0 1 1	107	1	4 0 0		74.7	75.1	2.00	105-7
	113.0	131.6	134.7	0./27	1000	77.2	7.000	4.727	200.8	102.0	108.6	125.8
	١.)	3	0.104	(-777	140.4	T - / TT	4.011	T-07T	149.8
1940		Salph I - Salph				metric see	Trin at a second					
April	117.4	104.7	116.2	116.2	110.2	103.9	179.1	125.6		C		
riay	146.6	117.0		300.8	178.2) (7 02 0	20.00	7000	4010	j,	Š.
June	123.0	125.7		127.8	7 001	5 0	1,000,4	2		4-101	4	2
July	300.6	720.2		7. 1.1	197.0	,0	140.2	Nh.		100.6	å.	يم
August	125.2	000	7.777	7 000	7070	o 1	1.001			101.0	2	ó
Santember	1000	70 4		727.0	7.07	Š.	9.207	0		103.8	ž	4
2000	127.0	TTE	700.0	7.011	130.2	2	133.9			108.7	10	-
Now of the state o	100.0	4.017	120.0	120°8	141.6	ò	148.2			110.4	ò	ان
Today of the state	124.9	1.211	ģ.	119.0	126.0	÷	146.2			113.9	å	~
December	165.8	145.3	135.5	128.1	146.2		224.4	165.9		114.9	276.2	146.0
1761												
1741	(
Franary	83.1	124.6	118.0	122.0	is			143.1	0	2	6.96	_
Bowch	103.6	132.8	117.5	127.9	77.7	142.4	110.4	148.5	103.5	117.2	103.8	153.6
ALCT CIT	113.0	131.6	134.7	127.0	$\dot{\infty}$		4	148.4	0	00	120.1	
								di-	-			



- 6 -

(d) UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935-1939 = 100)

Alles by Provinces - (Average for 1935-1939 = 100)								
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia		
Wen's Clothing Stores(c)								
March, 1936		74.5	79.3	76.4	69.3	(8.6		
March, 1937	15	87.9	88.2	92.2	87.6	67.7		
March, 1938	11	80.2	74.5	83.3	81.3	1		
March, 1939		67.0	69.1	69.3	75.3	71.7		
March, 1940	11	108.2	88.3	91.0	84.4	87.6		
March, 1941	105.2	129.5	103.3	109.6	89.8	88.6		
1940					1	00.0		
October	145.5	165.2	134.3	145.3	166.0	130.2		
November		182.9	150.3	160.3	181.7	137.3		
December	199.7	250.8	171.9	212.0	178.8	201.6		
1941						102.0		
January	91.8	120.4	79.8	96.7	79.5	94.2		
February	à	106.9	75.4	85.9	72.4	77.9		
March	105.2	129.5	103.3	109.6	89.8	88.6		
% Change,								
March 1941	+16.2	+19.7	+17.0	+20.4	1 6 A			
March, 1940	ž		171.0	720.4	+ 6.4	+ 1.1		
% Change,						-		
Jan March, 1941	+17.8	+27.8	+13.0	+ 21.3	+12.1	1.70 3		
JanMarch, 1940	THE			122.	475.7	+10.3		
		TOT . •	33 13 6 6.					
Women's Clothing Stores March, 1936 81.5 69.7. 82.2 81.1 83.0 84.4								
March, 1937	95.3	80.6	84.6	81.1	83.0	84.4		
March, 1938	89.5	76.9	80.8	96.6	101.6	116.3		
March, 1939	83.7	70.7		92.7	93.3	97.4		
March, 1940	102.7	110.5	76.8 88.7	82.7	92.2	101.4		
March, 1941	114.0	126.1	101.8	100.9	112.6	133.5		
1940	114.0	TCO. T	107.0	116.8	109.8	135.7		
October	148.6	172.6	143.2	147.4	160.8	340 0		
November	146.8	178.3	127.9	151.5	162.3	140.8		
December	193.6.	227.6	182.7	205.1	178.0	138.9		
1941	_,3		2021	207.1	1,0.0	173.7		
January	88.1	111.0	75.4	94.6	80.6	91.9		
February	79.9	94.0	80.6	80.3	72.8	80.3		
March	114.0	126.1	101.8	116.8	109.8	135.7		
% Change,					,	2071		
March, 1941	+11.0	+14.1	+14.8	+15.8	- 2.5	+ 1.6		
March, 1940	722.0	7 35 77 35	, 17,0	119.0	- 2.7	7.0		
% Change,								
Jan March. 1941	+15.1	+23.3	+17.3	+18.0	+ 3.7	+ 9.3		
Jan - March, 1940	andamin samman periodana, ingriagem			to the control of the		, ,.,		
是一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个								
Grocery and Meat Stores March, 1936 93.3 (g) 102.0 91.0 84.5 86.9								
March, 1937	101.2	(g)	102.3	101.0	95.9	· ·		
March, 1938	105.8	(g) (g)	105.5	108.5	97.4	107.3		
March, 1939	109.6	101.0	121.2	112.9	88.5	91.9		
March, 1940	124.5	120.5	131.7	124.6	113.8	119.7		
March, 1941	134.7	129.2	137.7	139.3	118.1	132.5		
1940	134.1	14/14	721.1	-37.3	770.7	134.7		
October	120.8	122.2	114.8	121.6	130.4	121.4		
November	126.1	127.5	118.8	130.2	129.1	124.2		
December	135.5	136.3	130.6	141.6	128.6	130.9		
1941	-37.7	2,000	230.0	20,120,130		45047		
January	118.0	116.4	116.5	124.1	104.4	115.3		
February	117.5	117.1	117.4	120.7	108.4	116.2		
March	134.7	129.2	137.7	139.3	118.1	132.5		
% Change,								
March, 1941	+ 8,2	+ 7.2	+ 4.6	+11.8	+ 3.8	+10.7		
March, 1940	10,2	1 102	7 400	17710	1 210	TTO /		
% Change,						1		
Jan March, 1941	+ 9.9	+ 9.6	+ 6.5	+12.4	+ 7.8	+12.4		
Jan March, 1940	on house many motoricales rules. His relations and miles and	Sen communication independent francisco com inserticia infraestraspiralities.	r decreasives decreased our discovered					
10 70. 7 7 9	2 1 1 1							

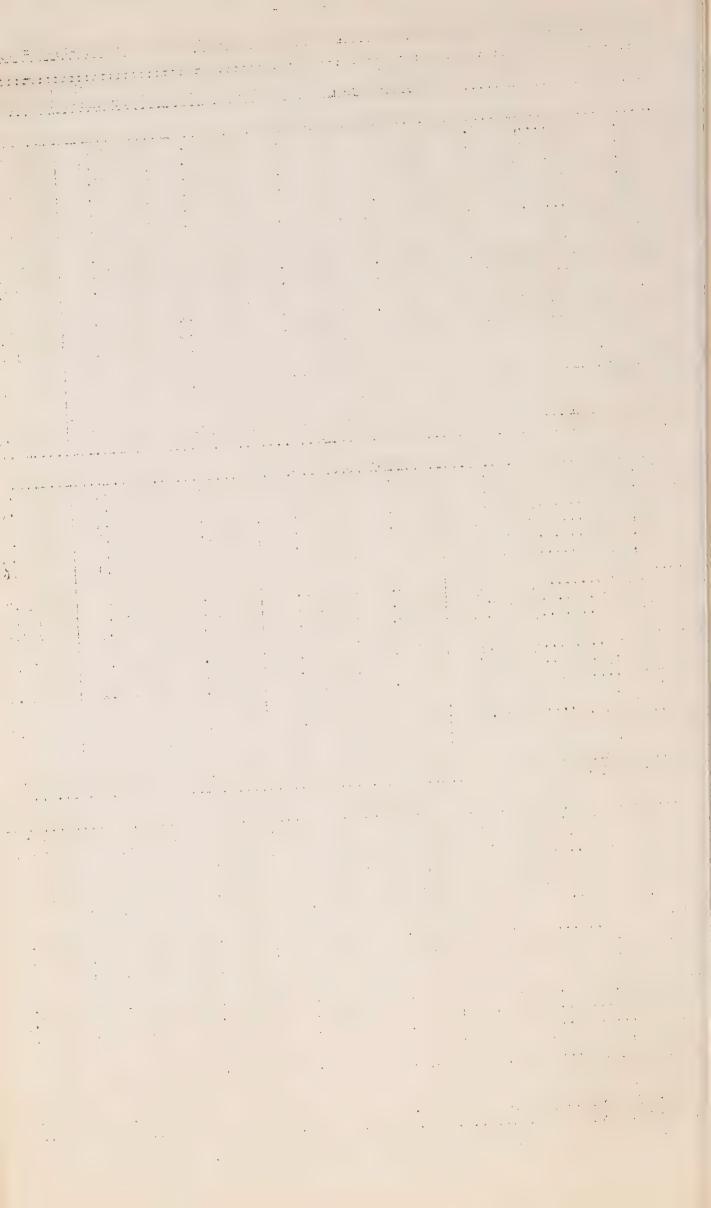
⁽c) Includes men's furnishings.
(d) Figures for the current year are subject to final revision.
(g) Not available.

in the state of th and the second of the second o

(d) UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES - (Average for 1935-1939 = 100)

110VINOLD = (AVerage for 1935-1939 = 100)								
Year and Month	CANADA	Maritime Provinces		Ontario	Prairie Province			
Dengetment Stars								
March, 1936	March 1937 78.2 82.9 82.6 80.3							
March, 1937	11 92.5	86.1	94.6		80.3	82.8		
March, 1938	86.7	78.3	92.9	92.2	91.4	97.4		
March, 1939	86.0	71.5	91.7	87.1	84.3	88.8		
March, 1940	95.4	89.8	101.8	87.5	82.6	90.8		
March, 1941	111.4	115.9	116.5	93.9	93.0	101.4		
1940				747.1	104.3	118.6		
October	141.1	152.1	135.9	136.6	149.0	12/0		
November	11 -7-1	155.5	141.0	150.0	160.8	136.9		
December	210.2	245.3	215.3	218.9	192.3	139.7		
January	00.3				-/	7/1.6		
February	93.1	98.4	102.2	92.6	87.6	93.4		
March	111.4	100.6	95.8	95.6	90.8	97.3		
% Change,		115.9	116.5	111.7	104.3	118.6		
March, 1941	17/ 0							
March, 1940	+16.8	+29.1	+14.4	+19.0	+12.2	+17.0		
% Change,								
JanMarch, 1941	+13.2	+21.6						
JanMarch, 1940	123.2	121.0	+11.5	+14.1	+ 9.2	+16.9		
Warriety Stores March, 1936 66.3 57.0 64.5 68.7 (5.7)								
March, 1937	84.3	57.0	64.5	68.7	65.7	69.3		
March, 1938		76.6 71.7	80.6	86.7	85.0	89.7		
March, 1939	80.2	77.1	77.0	81.7	75.1	80.9		
March, 1940	108.6	125.1	83.4	79.4	76.8	84.0		
March, 1941	120.1	155.2	120.2	103.5	112.6	105.3		
1940				110.0	116.1	105.6		
October	146.9	184.2	150.4	138.5	163.0	118.2		
November	153.8	195.2	151.1	149.4	162.2	128.6		
December	276.2	368.5	257.2	278.1	281.7	212.9		
1941								
January	96.9	110.8	103.0	94.3	90-6	87.0		
February	103.8	125.2	106.4	99.8	102.6	96.0		
% Change,	120.1	155.2	120.2	116.8	116.1	105.6		
March, 1941								
March, 1940	+10.6	+24.1	+ 8.2	+12.9	+ 3.1	+ 0.3		
% Change,	*		•	11				
Jan March, 1941	1760	107.0	. 2.0					
JanMarch, 1940	+16.2	+27.2	+17.0	+17.2	+ 8.8	+ 6.3		
Description is not a second control of the s								
March, 1936 90.8 88.6 96.3 91.1 86.8 87.2								
March, 1937	101.9	104.9	96.3 105.9	91.1 102.8	86.8	87.2		
March, 1938	99.8	99.1	105.0	100.5	96.5	96.6		
March, 1939	105.2	101.2	113.8	105.0	92.5	100.2		
March, 1940	109.4	116.5	115.2	108.2	106.8	99.5 102.4		
March, 1941	123.9	137.6	126.3	125.6	115.4	115.2		
1940			-			24,716		
October	124.1	129.2	120 9	118.5	138.4	128.4		
November	116.9	126.4	116.7	117.7	112.4	114.5		
December	161.9	196.5	154.9	156.5	169.5	163.1		
1941		2010						
January	117.9	126.8	120.9	117.9	112.2	115.9		
February	112.4	124.3	112.8	113.0	107.3	108.3		
March % Change,	123.9	137.6	126.3	125.6	115.4	115.2		
Merch 1943								
March, 1941 March, 1940	+13.3	+18.1	+ 9.6	+16.1	+ 8.1	+12.5		
% Change,	-							
JanMarch, 1941	+13.6	+19.0	+ 9.6	+15.7	430.3	132 0		
JanMarch, 1940	172.0	717.0	3 7.0	717+1	+10.3	+13.0		
					The same of the sa	THE RESERVE OF THE PARTY OF THE		

⁽d) Figures for the current year are subject to final revision.



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

MARCH, 1940 AND MARCH, 1941

(Based on sales of 20 firms)

St. Stronge, or Wildlife, or	especialistical despecial despecial de la completa de la completa de la completa de la completa de la completa La completa de la completa del la completa de la completa del la completa de la completa de la completa de la completa de la completa del la	March	March	% Change
proproject		1940	1941	1941/40
	•	Ç		
	TOTAL SALES	17,591,016	20,873,245	+ 18.7
1.	Women's dresses, coats and suits	1,906,899	2,339,633	+ 22.7
		2,,00,0,,	-,557,055	
2.	Girls' and infants' wear	518,230	686,145	+ 32.4
3*	Hosiery and gloves	813,856	849,305	+ 4.4
4.	Lingerie and corsets	735,369	882,928	+ 20.1
5.	Millinery	320,716	324,023	+ 1.0
6.	Women's and children's apparel(Total, 1-5)	4,295,070	5,082,034	+ 18.3
7.	Wen's and boys' clothing and furnishings	1,858,115	2,107,800	+ 13.4
8.	Drugs and toilet articles and preparations.	572,008	645,656	+ 12.9
9.	Piece goods	1,257,304	1,536,219	+ 22.2
10.	Smallwares	620,527	700,774	+ 12.9
11.	Food and kindred products	1,998,639	2,178,772	+ 9.0
12.	Furniture (including mattresses, springs)	872,398	1,232,364	÷ 41·3
13.	Home furnishings	1,247,716	1,512,662	+ 21.2
14.	Household appliances and electrical supplies	467,815	620,746	+ 32.7
15.	Hardware and kitchen utensils	642,073	879,049	+ 36.9
16.	Radios, musical instruments and supplies	270,690	284,523	+ 5.1
17.	Shoes and other footwear	1,314,805	1,526,226	+ 16.1
18.	Stationery, books and magazines	263,941	279,959	+ 6.1
19.	All other departments, total	1,909,915	2,286,461	+ 19.7
PROST/MAKE	3. 内容のは正面を設するからない他の姿をはないできた。これで	स्थातः गर्गते व्हारमञ्जारमञ्जालकामानाः गर्गाः गर्गाः स्थानस्थाः स्थानसङ्गानकाः । स्थानसञ्जाताः	allen et en	CONTRACTOR OF CONTRACTOR OF CONTRACTOR OF CO

.

.

GOYT PUBNS

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

No. 4

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

APRIL 1941

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

1941

Price \$1 a year

Single copies 10 cents

TARLE OF CONTENTS

		1000
1.	Summary of Retail Sales in Canada, April, 1941	1
2.	Comparisons of Retail Sales in Canada for April, 1941, with Sales in Related Months, by Kind of Business	4
3.	Regional Trends in Retail Trade, First Quarter of 1941	5
4.	Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	7
	(b) Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores	8
5.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Nen's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	9
	(b) Department Stores, Variety Stores and Drug Stores	10
6.	Department Store Sales in Canada, by Selected Departments, April. 1940 and April. 1941	11

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, APRIL, 1941

(1935 - 1939 = 100)

General Summary

The upward trend in retail purchasing in Canada was continued during April, dollar sales for the month increasing 14 per cent from March and standing 23 per cent above the level of April a year ago. The increase over April, 1940 exceeded by a considerable margin those recorded for the first three months of the year, cumulative totals for the first four months of 1941 standing 16 per cent above the corresponding period of last year. The general index of sales for the twelve lines of business for which figures are available, unadjusted for differences in number of business days or for seasonal variations, and on the base, 1935 - 1939 equals 100, stands at 135.8 for April, 119.1 for March and at 110.1 for April, 1940. On adjusting for differences in the numbers of business days in different months, for normal seasonal movements and for the shifting date of Easter, the adjusted index for April, 1941 stands at 135.4 compared with 129.3 for March, 130.6 for February and 124.6 for January. The underlying trend in retail sales for April as reflected in the adjusted index for that month was at a level 33 per cent higher than the average for the twelve months preceding the outbreak of the war.

Easter occurred in March of 1940 whereas most of the Easter business was transacted in April this year. This factor adds to the favorable comparisons in sales between April of this year and last for such trades as candy stores, shoe stores, clothing stores and variety stores. Candy stores transacted more than twice the volume of business in April of this year than last, the index for this trade showing an increase of 129 per cent. Men's clothing store sales were up 45 per cent; women's clothing stores gained 31 per cent while shoe stores were up by 39 per cent. Variety stores averaged 37 per cent higher than in April a year ago while increases of 35 per cent and 33 per cent for the women's and men's clothing departments of department stores contributed to a gain of 26 per cent for department stores as a whole. Greater activity in the building trades is reflected in a 25 per cent increase for hardware stores; restaurants gained 20 per cent and radio and electrical shops, 19 per cent. Furniture store sales were up 17 per cent; drug stores, 16 per cent and grocery and meat stores, 14 per cent.

Available figures on a geographical basis reveal the Maritime Provinces still leading in point of view of increased sales compared with last year. Increases for grocery and meat stores in various parts of the country did not deviate greatly from the average gain of 14 per cent for the country as a whole. In all other trades gains in the Maritime Provinces exceeded those for other regions. Ontario was second in point of view of sales increases followed in order by Quebec, the Prairie Provinces and British Columbia.

Results for Individual Trades

Shoe store sales gained 49 per cent from March and were 39 per cent higher than in April a year ago while cumulative figures for the first four months of the current year revealed an increase of 25 per cent over the corresponding period of 1940. All regions reported increases over April of 1940, gains ranging from 50 per cent in the Maritime Provinces to 25 per cent in British Columbia being recorded.

Candy store sales were 80 per cent above March and 129 per cent above April of 1940, an increase which must be attributed in large measure to the fact that Easter occurred in April this year and in March a year ago. Cumulative figures for the first four menths of 1941 averaged 23 per cent above the same period of 1940.

Men's clothing store sales were up 45 per cent over April, 1940 and increased 41 per cent over March, 1941, while cumulative figures for the first four months of the current year averaged 26 per cent above the similar period of 1940. The 41 per cent increase over March of 1941 was greater than the normal seasonal movement for this time of year, the seasonally adjusted index standing at 144.0 for April compared with 130.0 for the preceding month. Results on a regional basis indicate that the Maritime Provinces led in point of view of increased sales both for the month and also for the year to dato. Percentage increases for April of this year compared with last for the various divisions with results for the first four months in brackets are as follows: Maritime Provinces, 59 per cent (37 per cent); Quebec, 47 per cent (23 per cent); Ontario, 51 per cent (30 per cent); Prairie Provinces, 28 per cent (17 per cent); British Columbia, 19 per cent (12 per cent).

Stores specializing in women's clothing transacted 48 per cent more business in April than in March and were up-31 per cent compared with April, 1940. Cumulative figures for the year to date stand at 21 per cent above the corresponding period a year ago. Results by provinces for the month with figures for the year to date in brackets follow: Maritime Provinces, 57 per cent (34 per cent); Quebec, 32 per cent (23 per cent); Ontario, 33 per cent (23 per cent); Prairie Provinces, 27 per cent (11 per cent); British Columbia, 15 per cent (12 per cent).

Department store sales increased 26 per cent over April a year ago and were up 19 per cent compared with March, while sales for the year to date stand 17 per cent above the first four months of 1940. While all separate departments for which figures are available reported increases, the gains for women's and men's clothing exceeded those for all other items. The women's and children's appared department was up 35 per cent over April, 1940, while men's and boys' clothing and furnishings gained 33 per cent. Other major increases included a 29 per cent gain for the furniture department, a 27 per cent increase for hardware and kitchen utensils and a 24 per cent increase for shoes and other feetwear. The household appliance and electrical supplies department was up 19 per cent while feed and kindred products gained 17 per cent. Department store sales in the Maritime Provinces were 43 per cent higher in April of this year than last and stood 28 per cent higher for the year to date. Increases for other regions were more moderate, gains over April a year ago and for the year to date being as follows: Quebec, 26 per cent (16 per cent); Ontario, 27 per cent (18 per cent); Prairie Provinces, 21 per cent (13 per cent); British Columbia, 20 per cent (18 per cent).

Drug store sales declined 2 per cent from March but were 16 per cent above April, 1940, while figures for the first four months of the current year averaged 14 per cent higher than for the corresponding period a year ago. On making allowance for differences in number of business days and for normal seasonal movements, the seasonally adjusted indexes indicate that there has been but little change in the underlying trend in drug store sales since the beginning of the year, the adjusted index standing at 125.1 for April, 125.8 for March and 124.6 for February. In conformity with the results for other trades, drug store sales increased by a larger margin in the Maritime Provinces than in other sections of the country. Sales in the Maritime Provinces were 31 per cent higher than in April of 1940, while sales for the first four months were up 22 per cent over the corresponding period last year. Percentage increases for other regions for April of this year over last with results for the year to date in brackets are as follows: Quebec, 9 per cent (9 per cent); Ontario, 18 per cent (16 per cent); Prairie Provinces, 17 per cent (12 per cent); British Columbia, 11 per cent (13 per cent).

Furniture store sales gained 21 per cent over March and were 17 per cent higher than April a year ago. Cumulative figures for the first four months also reveal an increase of 17 per cent compared with the corresponding period of 1940.

Grocery and meat stores declined 2 per cent below March but transacted 14 per cent more business than in April last year, while totals for the year to date indicate an increase of 11 per cent. On making allowance for differences in number of business days, for differences in the sales importance of different days of the week and for normal seasonal movements, the adjusted index of grocery and meat store sales moved upward from 126.9 for March to 136.9 for April. Increases for the various regions of the country were more uniform for this trade than for others included in this survey. Increases over April a year ago for each of the five economic divisions with results for the year to date in brackets are as follows: Maritime Provinces, 12 per cent (10 per cent); Quebec, 12 per cent (8 per cent); Ontario, 16 per cent (13 per cent); Prairie Provinces, 12 per cent (8 per cent); British Columbia, 14 per cent (12 per cent).

m 3 m

Hardware store sales gained 25 per cent over April a year ago and were up 41 per cent above March, the seasonally adjusted index receding slightly from 137.2 in March to 135.3 in the month under review. Sales for the year to date were up by 20 per cent.

Radio and electrical store sales gained 19 per cent over April, 1940, and were 18 per cent higher than in the immediately preceding month this year. The increase over March, 1941, was considerably greater than the usual seasonal movement for this trade, the seasonally adjusted index advancing from 145.6 in March to 155.7 in April. Sales for the first four months of the current year stand 22 per cent above the corresponding period a year ago.

Restaurants transacted 20 per cent more business in April of this year than last and were about on a par with the March level, the seasonally adjusted index remaining practically unchanged at 119.5 for April and 119.3 for March. Sales for the year to date are up 16 per cent.

Variety store sales averaged 37 per cent higher in April of this year than last and increased 18 per cent over February. Sales for the year to date were up 22 per cent. Increases for this trade both for the month of April and also for the year to date were highest in the Maritime Provinces and lowest in British Columbia, percentage increases for the month under review and for the four-month period compared with corresponding intervals of 1940 being as follows: Maritime Provinces, 56 per cent (35 per cent); Quebec, 36 per cent (23 per cent); Ontario, 36 per cent (23 per cent); Prairie Provinces, 36 per cent (16 per cent); British Columbia, 20 per cent (10 per cent).

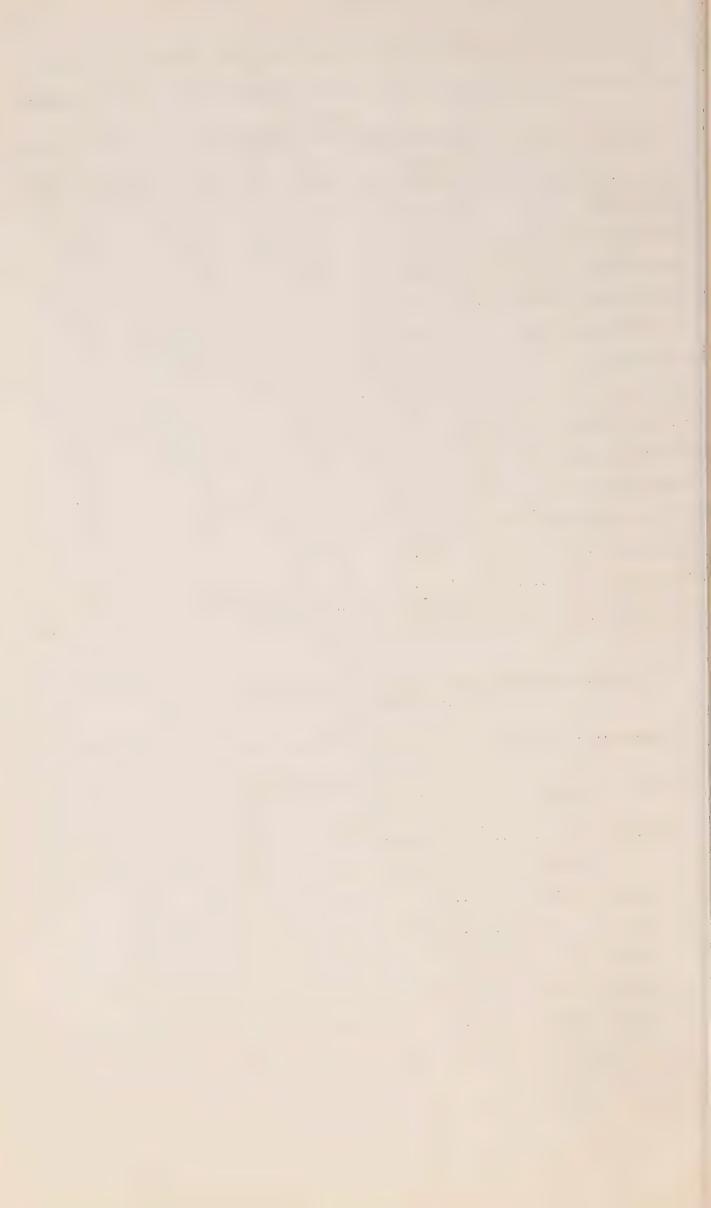
Jewellery stores continue the marked increases recorded in earlier months, sales for April averaging 33 per cent above April a year ago. All provinces reported increases as follows: Maritime Provinces, 41 per cent; Quebec, 39 per cent; Ontario, 34 per cent; Prairie Provinces, 20 per cent; British Columbia, 30 per cent.

to be as

 Exception and provide and programmer construction (1997) (2017)	A LEGISLAND CONTROL OF THE PROPERTY OF THE PRO	For some contract of the party of the contract	ET ANN TERMETERS OF A SECURITY PROPERTY OF A SEC	C. Taken In the second
Kind of Business	+ or -	April, 1941 per cent compa	red with	Cumulative Indexes
	April 1930	April 1940	March 1941	Jan - April, 1941 Jan - April, 1940
General Index	- 0.4	+ 23.3	+ 14.0	+ 15.7
Boot and Shoe Stores	- 9.4	+ 39.3	+ 49.2	+ 25.3
Candy Stores	- 17.9	+129.1	+ 79.7	+ 22.8
Men's Clothing Stores	- 20.4	+ 45.3	+ 41.3	+ 25.8
Women's Clothing Stores	- 1.6	+ 31.2	+ 47.9	+ 20.9
Department Stores	- 4.3	+ 25.8	+ 1.8 - 8	+ 16.8
Drug Stores	+ 3.1	+ 16.4	- 2.4	+ 14.3
Furniture Stores	- 5.6	+ 16.5	+ 21.4	+ 16.5
Grocery and Meat Stores	+ 4.6	+ 14.0	- 1.6	+ 10.8
Hardware Stores	+ 9.3	+ 25.1	+ 40.9	+ 20.4
Radio and Electrical Stores	+ 1500	+ 39.2	+ 18.0	+ 22.1
Restaurants	- 24.1	+ 20.2	+ 1.3	+ 15.9
Variety Stores	+ 74.9	÷ 36.9	+ 17.9	+ 22.1
and the state of t	A STATE OF THE STA	क् का स्थानको स्थान प्रेरमोर एक भारतकोत्तरका प्रोटनका स्थान	The second of th	E-E-E-E-E-E-E-E-E-E-E-E-E-E-E-E-E-E-E-

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores
April, 1940 and April, 1941

Region	Sales in Apr compared with Sales	
	Boot and Shoe Stores	Jewellery Stores
Canada	+ 39.3	4 33 1
Maritime Provinces	+ 50.4	+ 40.5
Quebec	+ 41.9	+ 39-2
Ontario	+ 39.7	+ 34.0
Prairie Provinces	+ 35.9	+ 20.2
British Columbia	+ 24-8	+ 29°?
	The state of the s	and the state of the same and the same of



en 5 m

Regional Trends in Retail Trade, First Quarter of 1941

Indexes of sales are now computed on a regional basis for six of the twelve lines of business included in this monthly survey. Indexes of country general store sales are issued in a separate bulletin(1) and these are also computed on a geographical basis. In addition, figures are available relating to the number and value of new passenger cars sold in the various provinces(2). The indexes for the six trades have been combined with those for country general stores and with the data for new passenger car deliveries in order to derive an index which will provide an indication of the general trend in retail purchasing in each of the five economic divisions of the country. While the figures thus obtained cannot claim the representativeness of a more complete survey, they are believed to be sufficiently accurate to reflect any significant differences in the trends in retail trade in different parts. A comparison of retail trade during the first quarter of 1941 with the corresponding period of 1940 for each of the five economic divisions follows.

Maritime Provinces

Retail trade in the Maritimes averaged 12 per cent higher for the first three menths of 1941 than in the corresponding period a year ago. This gain, while substantial, is considerably below the pronounced increases which characterized comparisons in the Maritimes between war and pre-war periods indicating that a considerable portion of the slack in consumer purchasing has been taken up. Sales for the first quarter of 1940 ranged 24 per cent above the first quarter of 1939 while a direct comparison between 1941 and 1939 reveals an increase of 40 per cent.

Rural purchasing has increased but slightly in the Maritime Provinces, sales of country general stores averaging only 1 per cent higher in the first quarter of this year compared with last. On the other hand, urban buying, as reflected in department store sales, gained 22 per cent in the same comparison. Variety store sales gained 27 per cent and drug store sales were up 19 per cent while grocery and meat store sales were 10 per cent above last year. Sales of men's clothing stores were 28 per cent above the first quarter of last year while the increase for stores specializing in women's clothing was only slightly less at 23 per cent. There were 1,471 new passenger cars sold for \$1,866,279 in the Maritimes during the first quarter of the current year, down 8 per cent in number but up 8 per cent in value compared with the corresponding period of last year.

Quebec

Dollar volume of retail trade in Quebec province was 12 per cent higher in the first quarter of this year than last and was 25 per cent above the level of two years ago. Gains were more uniform for rural and urban sections in Quebec than in other regions of the country, increased prices for some farm products stimulating country purchasing. Country general store sales averaged 10 per cent higher for the first three menths of 1941 compared with the corresponding period a year ago. Urban buying, as reflected in department store trade, was up by 12 per cent while gains for other types of business for which figures are available were 17 per cent for variety stores and for women's clothing stores, 13 per cent for men's clothing stores, 10 per cent for drug stores and 7 per cent for grocery and meat. stores. A pronounced increase in the number of new passenger cars sold was recorded in March, sales for the menth exceeding by 42 per cent in number and 62 per cent in value the corresponding figures for March last year. There were 4,697 new passenger models sold for \$6,121,137 in Quebec during the three-menth period, up 16 per cent in number and 30 per cent in value over the first quarter of 1940.

Ontario

Retail sales in Ontario averaged 13 per cent higher during the first quarter of this year than last and were 31 per cent above the dollar volume of business transacted two years ago. Early spring conditions stimulated the clothing trades during March with the result that sales of men's clothing stores averaged 21 per cent higher for the first three menths of this year ever last while wemen's clothing stores were up by 18 per cent. Variety stores transacted 17 per cent more

(1) Monthly Indoxes of Country General Store Sales.
(2) Monthly Sales of New Motor Vehicles in Canada.

Annual subscription for each series, \$1.00.

. .

business than a year ago; drug stores gained 16 per cent; department stores, 14 per cent and grocery and meat stores, 12 per cent. Apart from an improvement in the eastern parts of the province in March there was but slight change in the amount of business done by country general stores in Ontario compared with last year. Sales averaged only 5 per cent higher for the first quarter of 1941 over 1940. An increase of 16 per cent in March sales in the eastern parts of the province may be attributed to a considerable degree to the mild weather prevailing during that month compared with the wintry conditions which prevailed in the corresponding month a year ago.

Passenger car sales in Ontario numbered 11,809 during the first quarter of this year and these sold for \$14,942,696. These figures represent a decrease of 4 per cent in number of units and an increase of 11 per cent in value compared with the corresponding period last year.

Prairie Provinces

Reflecting the deferring of wheat marketings and the greater relative importance of agricultural income in the total purchasing power, retail sales in the Prairie Provinces during the first quarter of the year did not register the gains recorded in other sections of the country. Nevertheless, retail trade is estimated at 4 per cent above the first quarter of 1940, a gain which when superimposed upon a 26 per cent increase which took place in the first quarter of 1940 compared with 1939 brings the dollar value of sales for the first three months of the current year to a level 31 per cent higher than that two years ago. New passenger car sales were lower, 3,744 new passenger models selling for \$4,684,071 during the first quarter of this year, down 28 per cent in number and 16 per cent in value from the corresponding period of last year. Slight increases in country general store sales in Alberta and Manitoba were offset by a reduction in Saskatchewan with the result that sales for the Prairie Provinces as a whole were unchanged from last year. Moderate increases were general for urban trade with gains of 12 per cent for men's clothing stores, 4 per cent for women's clothing stores, 8 per cent for grocery and meat stores, 9 per cent for department stores and variety stores and 10 per cent for drug stores being reported.

British Columbia

Marked increase in urban consumer purchasing compared with last year is reflected in retail trade statistics for this province, sales for the first quarter of the year averaging 14 per cent above the dollar volume recorded a year ago and 30 per cent above the level of 1939. Department stores transacted 17 per cent more business than in the first quarter of 1940 while gains for other types of business were 10 per cent for men's clothing stores, 9 per cent for women's clothing stores, 12 per cent for grocery and meat stores, 6 per cent for variety stores and 13 per cent for drug stores. Country general stores were up by 4 per cent. There were 2,006 new passenger models sold for \$2,525,827 in the first quarter of this year, up 7 per cent in number and 24 per cent in value compared with last year.

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision) INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1935 - 1939 = 100)

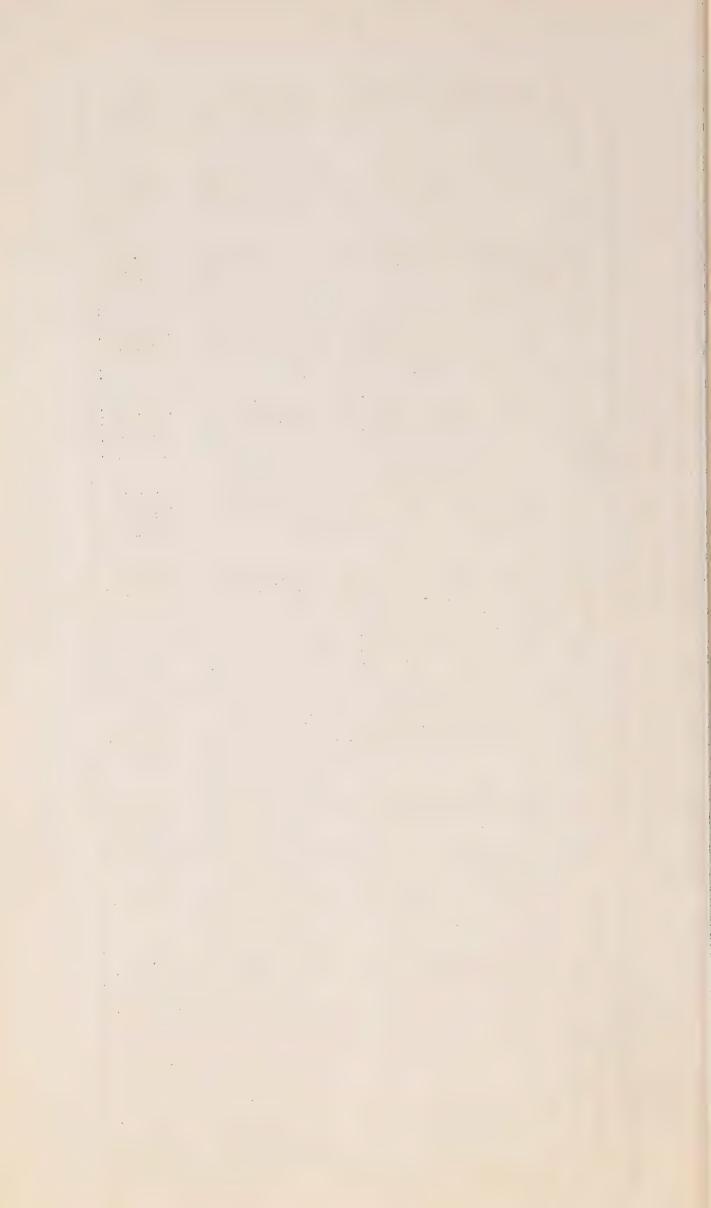
	g8	D	120.4	120.2	108.2	100,3	84.4	2.10	92.4	0.96	101.5	1-201	106.1	108-3	125.1	1		109, 5		2.111	מ כנו	8 711	א סרר	לילדד	131.6			4.	124.6	125.8	r,
	Drugs	4	116.7	117.3	105.6	100.5	82.6	86.6	9.68	92.7	98.4	2,101	102.8	103.9	120.9			107.4	105.2	1000	י אי ה	2000	L 701	116.0	161.9			117.9	112.4	123.9	120.9
Janout mount	R		141.9	138-1	126.8	103.9	88.9	42.7	94.7	91.2	101-5	4.66	1000	106.2	133.5)		108.1	106.5	774.6	116.6	116.7	120.9	7000	132.2)		123.5	126.1	124.8	133.5
Donot	A	*	136.3	138.2	123.7	101.7	87.2	86.8	94.8	94.3	101.3	103,8	97.1	105.2	132.3)		111.9	108.7	88	000	174.7	747.7	150.0	210.2			93.1	94.8	111.4	132.3
Women's	ВВ		141.0	145.3	132.8	101.5	80.4	89.3	80.60	103.0	103.6	102,3	100.6	44.	135.4			112.4	102.0	114.7	125.8	125,3	120.3	124.9	133.0	}	Burro's reduce	121.3	137.3	135.8	135.4
Women*	A		150.6	172.5	148.1	116.1	97.8	92.7	105.8	126.8	126.4	137.8	126.3	129.4	169.8			118.1	116.5	0.96	96.0	114.0	148.6	146.8	193.6			88.1	19.9	114.8	8-697
Men's	B		168.4	141.3	117.4	75.6	80.3	80.2	87.1	97.4	106.1	103.2	98.2	102.6	144.0			109.9		_					125.6			121.4	139.5	130.0	144.0
Men' Men'	A		191.5	185.4	142.2	92.1	107.9	88.7	113.4	103.9	109.1	115.8	101.2	101.5	147.5		-	107.8	118.5	94.9	97.4	107.3	145.7	160.3	199.7			91.8	82.4	104.4	14.1.5
v(h)	В		193.3	1.67.1	144.2	119.2	105.9	117.4	106.7	112.4	97.5	95.2	99.8	98.7	138.5		enter est	108.4	110.9	101.0	110.8	109.6	114.0	120.5	124.0	- Tiple	e extremite	117.2	140.7	123.7	130.5
Candv(h)	A		160.5	223.2	184.6	105.2	138.2	94.8	135.5	143.9	81.9	133.4	135.3	80.0	183.3			108.3	85.7	84.5	106.6	8.96	109.5	105.1	226.5			86.0	129.9	187.0	103.3
Shoes	В		172.8	142.9	138.0	108.3	82.9	94.6	95.8	102.1	104.8	100.7			128.4			100.9	103.1	106.6	122.7	98.0	104.4	130.4	107.0			114.2	134.6	178.0	120.4
Boots and Sho	A		176.9	104.4	138.7	118.3	96.8	94.5	110.6	108.5	108.1	122.3	114.2		148.9	The section of	and the state of t	117.8	144.3	101.3	97.8	113.2	113.7	128.6	146.8		(80.0	0.70	0.00	7+0.7
ral	В		137.4	132.0	119.8	94.7	82.0	88.1	90.9	93.0	102.4	103.2	103.4	110.0	135.4			113.7	116.6	114.5	119.8	116.5	120.1	123.0	130.9		,	124.6	130.0	125.3	+./(Ст
General	A	0 / 0	136.9	120.5	120.5	98.6	85.5	85.6	93.5	1.96	104.8	109.7	104.2		135.8			119.9	121.4	103.2	, 113.2	113.9	131.9	135.7	174.1			102.3	C.TOT.	136.8	0.754
Year and Month	The state of the s	٢	April, 1929		1731	-		_	_	April, 1936		_			April, 1941		046T	May	June	July	August	September	October	November	December	r c	Tho T	Rohmson.	Tonion A	Por i	

(c) Includes men's furnishings. (h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

The section of the se	Kinder Comprehenting	The state of the s		00140	A TOTAL OF THE PROPERTY OF T	CONTRACTOR OF CASE OF	Control and the second	1 5	A STATE OF THE PROPERTY OF THE		ATTENCE AND	POSTURE ARE ADECS
Year and Month	Furnitur	Trure	and N	Meats	Hardware	ware	Electrical	and	4-		2	Variation
ATTACHE THE TAKE A AN EVALUATION OF THE THE THE THE TAKE A THE THE TAKE A THE THE TAKE A THE THE TAKE A THE TA	A	В		В	A	В	A	В	A		V	Į.
				The state of the s	DE CONTRACTOR TODOS AND THE CONTRACTOR TODOS	CONTRACTOR OF THE STATE OF THE	Anders of Tables and Contract of the		A TABLE OF THE PROPERTY AND A TABLE OF THE PARTY OF THE P	Constitution of the second of		Company and a second
19		142.6	126.4	125.2	-	133.8	167.4	227.9	4		7 77	_
19		133.8	126.7	124.8	9	123.8	723.5	2.071	- <		2	00
6		110.6	116.0	115.5	L	2.601	0,00	73.6	, <		200	va
19		79.9	97.4	000	10	7	0.101	+ - 107	÷		10 TO	n. 4
. 6		2	- 0	2000	J. C	2 0	+ 1	71.3	Õ,		7.79	
For 1938	-0	; cc	7 4 5	7.78	7,00	-100	ひ つ つ つ つ つ つ つ つ つ つ つ つ つ つ つ つ つ つ つ	73.7	86.9	9.78	9.07	74,6
1 -		0 (0 0	5, 6	i.	07.0	1.10	7.7.7	-		65.9	
L 7	-	3	30.00	0.00	ó	89.0	13.6	92.7	å		777.4	
-1 -			91.1	89.8	~:·	92.2	87.3	95.8	å		82.4	
7 (105.0	104.7	100.9	å	106.9	105.3	117,1	Š		. co	•
7.0		101.0	112.0	106.5	0	107.0	101.8	7,111	. ~		7 601	9
7	- 1	95.0	110.0	108.7	Ô	48.7	92.8	0.901	, ~		100 ° 00 ° 00 ° 00 ° 00 ° 00 ° 00 ° 00	53
pr.11, 19	*	104.7	116.2	116.2	0	303.9	10	702	· .		7 × 0 × 0 × 0	.0
6		126.3	132.5	136.9		73.7.	742.0	ר האר	0		70407	10
0762)				1.00	N .		1,74,7	-
Last to the state of the state	146.6	117,0	123.9	120.8	$\hat{0}$	110.2	150.4		103.6	101.4	α 701	201
Juna	- 61	125.7		127.8	5	O.	2		α α		j. (エムン。ム
inly arrangement	100.6	129.55	111.	114.7	· [0	106.1		000		11 7	27.00
August	S	11.8, 3	مراب	122.6		\	\propto		2000		v s	1.077
Ser samper concerned	+	111.8	00	116.2) (, LC) (~		0.077		U L	0.4%
0000bez	20	113.4	Õ	120.8	, ,,,	0	άα		יייייייייייייייייייייייייייייייייייייי		0	137°5
November	o i	112.1	9		i	. ~	, <		1000		o c	14147
Dacembel	20	145.3	135.5	128.1	146.2	136.8	224.4	165.9	117.8	117.9	276.0	143.0
()	- 40000)			1	• -	,	7.00
イカグイ	(-			
January	33.1	124.6	118.0	122.0	2		115.3	143,1	109.7	115.4	6,96	151.A
तर्र	103.6	132.8	116.9	127.3	-		110.4	148.5	103-7	117.4	103.8	153.6
indici	136.8	124.3	134.6	126.9	97.9	137.2	120.3	145.6	117.5	119-3	121.0	150.9
	2	C • 0 37	136.3	130.7	*		142.0	155.7	119.0	119.5	142-7	156.2



UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935-1939 = 100)

(Figures for the current year are subject to final revision)

		o our rollo ye	ar are subje	cc co linai	revision)	
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
		Mente Clo	thing Stores	(-)		
April, 1936	103.9					
		97.9	105.8	106.5	100.4	94.7
April, 1937	109.1	97.4	120.0	109.1	104.7	94.6
April, 1938	115.8	122.7	121.8	117.1	106.2	99.5
April, 1939	101.2	97.8	101.1	102.3	104.2	94.0
April, 1940	101.5	116.8	104.3	101.3	94.6	91.1
April, 1941	147.5	185.9	153.1	153.1	120.9	108.2
1940						
November	160.3	182.9	150.3	160.3	181.7	137.3
December	199.7	250.8	171.9	212.0	178.8	201.6
1941						
January	91.8	120.4	79.8	96.7	79.5	94.2
February	82.4	106.9	75.4	85.9	72.4	
March	104.4	128.7	100.1	110.2		77.9
April	147.5	185.9			90.6	85.8
	741.0	102.7	153.1	153.1	120.9	108.2
% Change,						
April, 1941	+45.3	+59.2	+46.8	+51.1	+27.8	+18.8
April, 1940						
% Change,						
JanApril, 1941	+25.8	+36.9	+22.6	+30.3	+17.1	+11.8
JanApril, 1940		750.7	722.0	130.3	171.7	177.0
			lothing Stor			
April, 1936	126.8	105.4	134.5	124.6	128.8	122.4
April, 1937	126.4	102.0	151.7	120.5	120.3	105.0
April, 1938	137.8	133.5	149.6	133.5	136.1	130.5
April, 1939	126.3	113.3	125.1	125.4	132.5	130.4
April, 1940	129.4	130.5	130.7	132.5	114.1	133.2
April, 1941	169.8	204.7	171.9	176.1	145.1	153.5
1940	107.0	2041	-1/	210.7	1	4/31/
November	146.8	178.3	127.9	151.5	162.3	138.9
					178.0	
December	193.6	227.6	182.7	205.1	110.0	173.7
1941	00 -	333.0		24 /	00 /	03.0
January	88.1	111.0	75.4	94.6	80.6	91.9
February	79.9	94.0	80.6	80.3	72.8	80.3
March	114.8	126.6	103.0	116.6	111.4	139.1
April	169.8	204.7	171.9	176.1	145.1	153.5
% Change,	SECTION OF THE PROPERTY OF THE					
April, 1941	+31.2	+56.9	+31.5	+32.9	+27.2	+15.2
April, 1940	TOTOG	770.7	1340	13277		12) 12
% Change,	-	*	•	M .		•
JanApril, 1941		.24.4	100.0	103.0	+11.4	+12.0
JanApril, 1940	+20.9	+34.4	+22.9	+23.2	T11.4	412.0
	THE PERSON NAMED IN THE PE					
		Grocery a	nd Meat Stor			
April, 1936	91.1	(g)	94.4	90.7	86.5	88.2
April, 1937	104.7	(g)	104.8	103.2	106.3	109.6
April, 1938	112.0	(g)	114.4	113.4	103.4	108.9
April, 1939	110.0	103.8	119.0	113.1	93.1	94.1
April, 1940	116.2	111.1	120.2	117.0	107.5	117.2
April, 1941	132.5	124.1	135.0	136.1	120.5	133.1
1940	132.7	July T. St.	1			
Writtlebookspall	126.1	127.5	118.8	130.2	129.1	124.2
November	b .	136.3	130.6	141.6	128.6	130.9
December	135.5	120.2	1,0.0			
1941	7700	116.4	116.5	124.1	104.4	115.3
January			117.4	120.7	104.0	116.0
February		117.1		139.3	118.1	131.0
March	134.6	129.6	137.7		120.5	133.1
April	132.5	124.1	135.0	136.1	120.5	700.7
% Change,						
April, 1941	+14.0	+11.7	+12.3	+16.3	+12.1	+13.6
April, 1940	+14.0	177.	120.5	1		
% Change,		41		-		
JanApril, 1941		130.0	+ 8.0	+13.4	+ 7.8	+12,4
	+10.8	+10.2	7 0.0	113.4	!	1 de = 7 T
JanApril, 1940	6 3 3 3	of (a) No	t available.			

⁽c) Includes men's furnishings. (g) Not available.

UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

AND THE PROPERTY OF THE PROPER	THE PERSON NAMED AND PARTY OF THE PE		year are sub	ject to lina	revision)	
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
		D				
April, 1936	94.3	Depar	tment Stores			
April, 1937	101.3	90.5	93.9	94.8	94.4	94.8
April, 1938	101.3	98.3	104.9	102.6	99.2	99.5
April, 1939		100.4	115.1	104.7	98.2	102.5
April, 1940	97.1 105.2	88.6	103.1	97.4	94.6	99.5
April, 1941	-	102.3	113.5	107.4	99.6	103.5
1940	132.3	145.8	143.5	136.8	120.7	123.8
November	750 0	3				
December	150.9 210.2	155.5	141.0	150.0	160.8	139.7
1941	210.5	245.3	215.3	218.9	192.3	197.2
January	93.1	00 4	300.0			
February	94.8	98.4	102.2	92.6	87.6	93.4
March	111.4	100.6	95.8	95.6	90.8	97.3
April	132.3	115.9	116.1	111.9	104.3	118.6
% Change,	125.2	145.8	143.5	136.8	120.7	123.8
April. 1941						
April, 1940	+25.8	+42.5	+26.4	+27.4	+21.2	+19.6
% Change,						
Jan April, 1941 Jan April, 1940	+16.8	+27.5	+15.7	+18.0	+12.6	+17.7
Jan A DI II . 1740	The second secon	Manager				
		Va mi	ety Stores			
April, 1936	82.4	72.8	82.5	83.9	81.9	85.4
April, 1937	84.8	76.2	85.0	85.4	87.8	86.0
April, 1938	102.6	93.4	105.5	104.6	97.2	100.1
April, 1939	100.9	100.5	104.6	99.3	100.5	99.0
April, 1940	104.2	117.2	109.2	100.3	102.9	97.9
April, 1941	142.7	182.4	148.6	136.8	140.0	117.7
1940		2.0.2.	110.0	130.0	14010	771.1
November	153.8	195.2	151.1	149.4	162.2	128.6
December	276.2	368.5	257.2	278.1	281.7	212.9
1941		3				
January	96.9	110.8	103.0	94.3	90.6	87.0
February	103.8	125.2	106.4	99.8	102.6	96.0
March	121.0	156.0	122.2	117.5	116.2	105.6
April	142.7	182.4	148.6	136.8	140.0	117.7
% Change,						
April, 1941	136.0	م سب	12/ 2	13/ 4	12/ 2	100.0
April, 1940	+36.9	+55-6	+36.1	+36.4	+36.1	+20.2
% Change,	~	·				•
Jan April, 1941	+22.1	+35.2	+22.8	+22.6	+16.0	170 0
JanApril, 1940	175.1	T32.4	722.0	722.0	710.0	+10.0
		The second secon	ug Stores			
April, 1936	92.7	91.2	93.8	92.5	93.6	91.0
April, 1937	98.4	99.6	100.5	97.7	97.7	98.6
April, 1938	101.2	102.5	103.0	101.1	98.6	102.5
April, 1939	102.8	101.0	102.3	99.3	115.7	97.7
April, 1940	103.9	106.7	107.9	102.0	103.5	104.1
April, 1941	120.9	140.1	117.6	120.4	120.6	115.2
1940	37/0	20/ 4	116.7	117.7	112.4	114.5
November	116.9	126.4	,	156.5	169.5	163.1
December	161.9	196.5	154.9	190.9	107.7	103.1
1941	777 0	126.8	120.9	117.9	112.2	115.9
January	117.9	124.3	112.8	113.0	107.3	108.3
February	112.4	137.6	126.2	125.5	115.5	115.4
April	123.9 120.9	140.1	117.6	120.4	120.6	115.2
% Change,	120.7	T40.T	111.0			
Anril 1041			100	138 0	176 5	170 7
April, 1941 April, 1940	+16.4	+31.3	+ 9.0	+18.0	+16.5	+10.7
% Change,						
JanApril, 1941	1343	122 0	+ 9.4	+16.3	+11.9	+12.5
JanApril, 1940	+14.3	+22.0	77.4	170.2	177.)	112.)
	THE PERSON NAMED IN COLUMN TWO IS NOT THE OWNER.	CONTRACTOR OF THE PARTY OF THE				

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

APRIL, 1940 AND APRIL, 1941

(Based on sales of 20 firms)

6	Hamiltonia (Hamiltonia) of the supplication of	An analysis and a second		
-		April 1940	April . 1941	% Change 1941/1940
		\$	3	1/41/1740
	TOTAL SALES	19,816,196	24 230 5/2	
		17,010,196	24,912,560	+ 25.7
1	. Women's dresses, coats and suits	2,434,869	3,368,429	+ 38.3
2	Girls' and infants' wear	652,725	1,018,175	+ 56.0
3.	Hosiery and gloves	912,453	1,117,262	+ 22.4
4.	Lingerie and corsets	756,692	929,886	+ 22.9
5.	Millinery	412,318	547,564	+ 32.8
6.	Women's and children's apparel (Total, 1-5)	5,169,057	6,981,316	+ 35.1
7.	Men's and boys clothing and furnishings	2,093,641	2,781,160	+ 32.8
8-	Drugs and toilet articles and preparations	520,017	589,288	+ 13.3
9.	Piece goods	1,256,743	1,392,156	+ 10.8
10.	Smallwares	610,796	695,041	+ 13.8
11.	Food and kindred products	1,822,817	2,134,617	+ 17.1
12.	Furniture (including mattresses, springs)	1,048,614	1,354,246	+ 29.1
13.	Home furnishings	1,573,493	1,839,499	+ 16.9
14.	Household appliances and electrical supplies	632,928	750,897	+ 18.6
15.	Hardware and kitchen utensils	887,193	1,127,322	+ 27.1
16.	Radios, musical instruments and supplies	238,179	246,874	+ 3.7
17.	Shoes and other footwear	1,641,999	2,038,592	+ 24.2
18.	Stationery, books and magazines	206,230	242,945	+ 17.8
19.	All other departments, total	2,114,489	2,738,607	+ 29.5
THE REAL PROPERTY.	क्षेत्रक के के के के के के कि के कि के कि के कि के कि कि के कि	ante motar en son monade san ensueste minet		

; GOV'T PUDMS

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

No. 5

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

MAY 1941

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

1941

Price \$1 a year

Single copies 10 cents

TABLE OF CONTENTS

		Pag
1.	Summary of Retail Sales in Canada, May, 1941	1
2.	Comparisons of Retail Sales in Canada for May, 1941, with Sales in Related Months, by Kind of Business	2
3.	Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	3
	(b) Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores	4
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	5
	(b) Department Stores, Variety Stores and Drug Stores	6
5.	Department Store Sales in Canada, by Selected Departments, May, 1940 and May, 1941	7

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S.

A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, MAY, 1941 (1935 - 1939 = 100)

General Summary

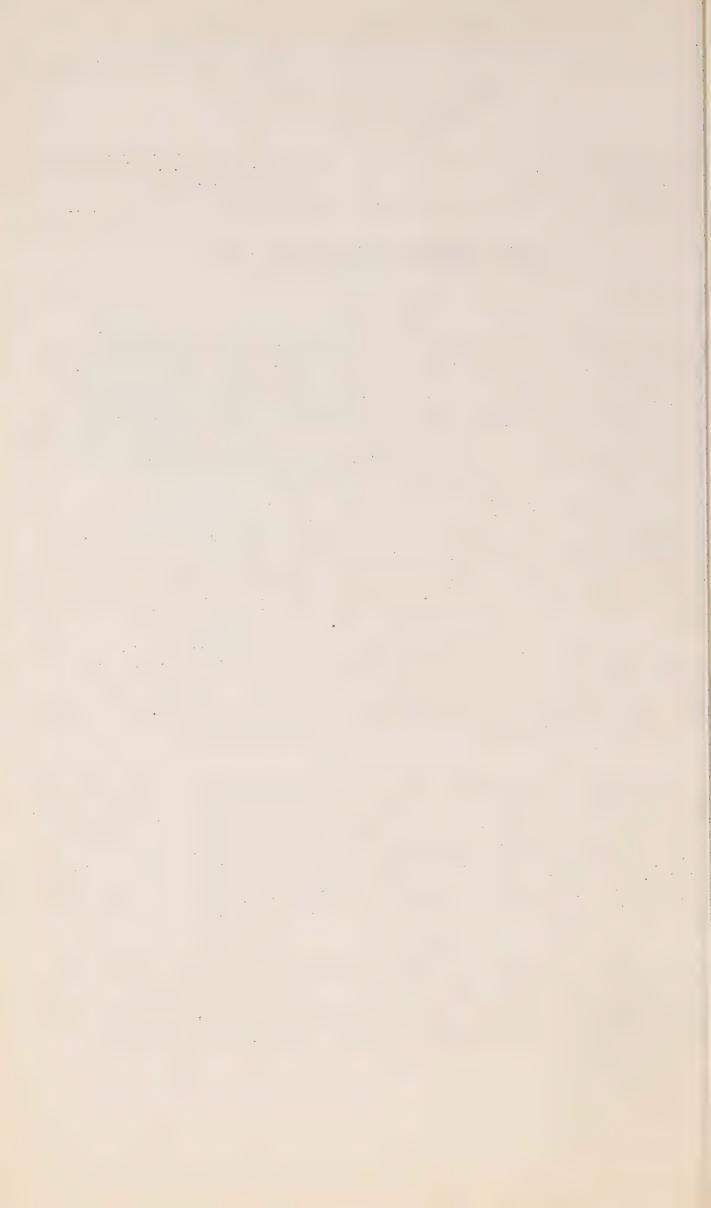
Partially as a result of higher prices and partly due to an increase in the amount of goods purchased, customers spent 19 per cent more money in retail stores in Canada in May of this year than last, and 5 per cent more than in the month of April. Sales for the first five months of the year stand 17 per cent above the corresponding period of 1940 and 30 per cent above the average of the first five months of 1939. These figures are based on monthly statements of sales covering a sample number of approximately 6,500 retail stores giving representation to 12 different lines of business and dealing chiefly in food, clothing and household requirements. The general unadjusted index of sales for the twelve trades and on the base, 1935 - 1939 equals 100 stands at 142.9 for May, 1941, 135.7 for April and 119.9 for May last year.

To what extent the gain in aggregate dollar volume represents higher prices and to what extent it reflects an increase in the volume of goods purchased cannot be accurately measured. The Bureau's retail price index averaged 5 per cent higher for the first five months of 1941 than for the corresponding period of 1940 and 11 per cent above the first five months of 1939. While indexes of prices and dollar sales are not strictly comparable, nevertheless the comparison is sufficiently valid to show that not more than about one third of the increase in dollar sales should be attributed to price movements.

The occurrence of five Saturdays in May of this year and only four in May a year ago tends to produce a favorable comparison for the month under review. On adjusting for differences in numbers of business days, including an allowance for the varying sales importance of the various days of the week, and on adjusting further for normal seasonal movements, the adjusted index of sales stands at 134.5 for May, practically on a par with the April index of 135.3 and 18 per cent above the level of May a year ago.

All lines of business shared in the increase recorded over May a year ago. Stores specializing in radios and electrical appliances reported a 10 per cent gain in dollar volume over May last year. This spread was considerably reduced from that recorded for earlier months, sales for the year to-date standing 20 per cent above the corresponding period of 1940. Hardware store sales were up 14 per cent while gains for the other 10 trades included in the survey ranged from 15 per cent for restaurants to 27 per cent for variety stores. Gains over May last year for the other trades were as follows: furniture stores, 18 per cent; grocery and meat stores, 18 per cent; drug stores, 18 per cent; department stores, 20 per cent; women's clothing stores, 20 per cent; candy stores, 21 per cent; shoe stores, 22 per cent; men's clothing stores, 26 per cent.

An analysis of departmental store sales by departments shows the furniture department leading in point of view of increased sales compared with May last year with a gain of 34 per cent. The increase for hardware and kitchen utensils was only slightly less at 31 per cent, while household appliances were up 27 per cent. Increases for other specified departments were below 25 per cent, gains for some of the more important being as follows: women's and children's apparel, 20 per cent; men's and boys' clothing and furnishings, 18 per cent; home furnishings, 18 per cent and shoes, 13 per cent.



Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

RESPONSE OU DE DESCRIPCIONES AND PRODUCTION COMPANY CONTRACTOR OU DE PRODUCTION DE PRO		DANCE MARCON. IS INCOMEDIATED TO THE CONTRACT OF THE CONTRACT OF		Terreside and provide contract of their adjoinant, market contract of the cont
Kind of Business	+ OL es	May, 1941 per cent compar	ed with	Cumulative Indexes
TITLE OF DAD THEOD	May 1930	May 1940	April 1941	JanMay, 1941 JanMay, 1940
General Index	+ 3.1	+ 19.2	+ 5.3	+ 16.5
Boot and Shoe Stores	- 11.0	+ 21.6	- 3.8	+ 24.3
Candy Stores	- 28.2	+ 20.9	- 26.4	+ 21.1
Men's Clothing Stores	- 13.8	+ 26.4	- 7.2	+ 25.9
Women's Clothing Stores	- 12.4	+ 20 • 2	- 16.4	+ 20.8
Department Stores	- 2.0	+ 20.1	+ 1.7	+ 17.5
Drug Stores	+ 7.9	+ 18.2	+ 5.0	+ 15.1
Furniture Stores	+ 0.1	+ 17.5	+ 24.9	+ 17.0
Grocery and Meat Stores	+ 11.7	+ 18.3	+ 10.9	+ 12.4
Hardware Stores	+ 10.8	+ 14.4	+ 23.4	+ 18.4
Radio and Electrical Stores	+ 29.2	+ 10.4	+ 13.5	+ 19-7
Restaurants	- 28.7	+ 14.9	+ 0.4	+ 15.3
Variety Stores	+ 72.0	+ 27.2	+ 10.7	+ 23.5
	CONTRACTOR SECTION SEC			

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores May, 1940 and May, 1941

The second section of the section of the second section of the section of the second section of the second section of the section of th	Sales in M compared with Sal	
Region	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 21.6	+ 21,2
Maritime Provinces	+ 20.1	+ 37.0
Quebec	+ 12.1	+ 10.5
Ontario	+ 30.9	+ 25.5
Prairie Provinces	+ 13.3	+ 18.7
British Columbia	+ 7.5	+ 24.6



	e n			· · · · · · · · · · · · · · · · · · ·		
		Drugs	B S S S S S S S S S S S S S S S S S S S	122.9 107.2 96.8 84.4 89.8 91.6 104.0 101.8 105.7 110.8	115,5 115,5 124,1 125,8 125,8 125,8	
		Ď	Ą	120 101 101 102 101 103 103 103 103 103 103 103 103 103	126.9 161.9 161.9 117.9 123.9 126.9	
		Departmental	B	135.7 132.0 115.2 115.2 97.6 88.8 89.1 103.2 103.2 108.1 129.4	120.9 128.5 132.2 123.5 125.0 133.3	800
		: Depar	A	134.4 108.7 108.7 134.4 134.4	141.1 150.9 210.2 93.1 94.8 111.6 132.1	
<u>100)</u> Variations.	770	Clothing	В	145.1 120.2 98.2 86.9 92.8 101.5 100.4 112.4 134.1 134.1 125.8	120°3 124°9 134°9 135°8 135°8	1 70
11 110	NOW!		i.	159.7 103.9 103.9 101.7 101.7 101.0 111.8 118.1 116.5 116.5 116.5	148.6 146.8 193.6 193.6 114.8 169.9	
Days and Seasona to final revision	en s	lothing(c)	A	150.8 134.0 99.8 81.4 77.1 87.2 82.3 98.0 108.6 109.9 137.9	115.9 120.1 125.6 121.4 139.5 130.0 143.4	
Business Da subject to		Clot	(A)	176.6 158.1 121.0 91.6 101.7 96.4 107.8 136.3	145.5 160.3 199.7 199.7 104.4 136.3	
Number of Bu		Candy(h)		200.6 148.3 148.3 120.6 104.7 104.7 105.3 93.3 105.3 110.9 110.8	117.0 124.0 124.0 117.2 138.1 125.0	
for		Can	Conformation and the conformation of the confo	100 100 100 100 100 100 100 100 100 100	109.5 105.1 226.5 86.0 127.5 103.1 130.9	A STATE OF THE PERSON NAMED OF THE PERSON
. Adjust	ots	Shoes	CONTRACTOR SCORES AND SOCIETY	173.3 133.7 128.6 102.6 102.8 100.9 122.2 122.7 122.7	130.4 130.4 107.0 114.2 134.6 128.3 122.2	Concession with resident and control of the control
Unadjusted. B		and	The second of th	198.8 128.2 128.2 128.2 128.2 128.2 130.1 144.3 144.3 101.3 97.8	123.7 123.6 146.8 146.8 148.8 143.2	BATTON TO CHARLES AND THE CHARLES AND CONTROL OF THE CO.
A. Unadj	General	LNGEX		13. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2.	123.00 130.00 130.00 135.00 135.00 135.00 135.00 135.00	THE OF LECTIONS AND ADDRESS OF THE PROPERTY.
	Gen	A) •	138.6 96.7 96.7 101.9 101.9 110.9 113.2 113.9	25.5	A CALL TO THE PERSON OF THE PE
	VOIT TO VALUE OF THE PROPERTY AND AND VALUE OF THE VALUE	dill.	000 L	May, 1930 May, 1932 May, 1933 May, 1934 May, 1936 May, 1936 May, 1940 May, 1940 May, 1941 Lay, 1941 Lay, 1941 October	November December 194: Februery Februer Meril	

IBERTS OF RETAIL SALES - (AVERAGE FOR 1935 - 1939 = 100)

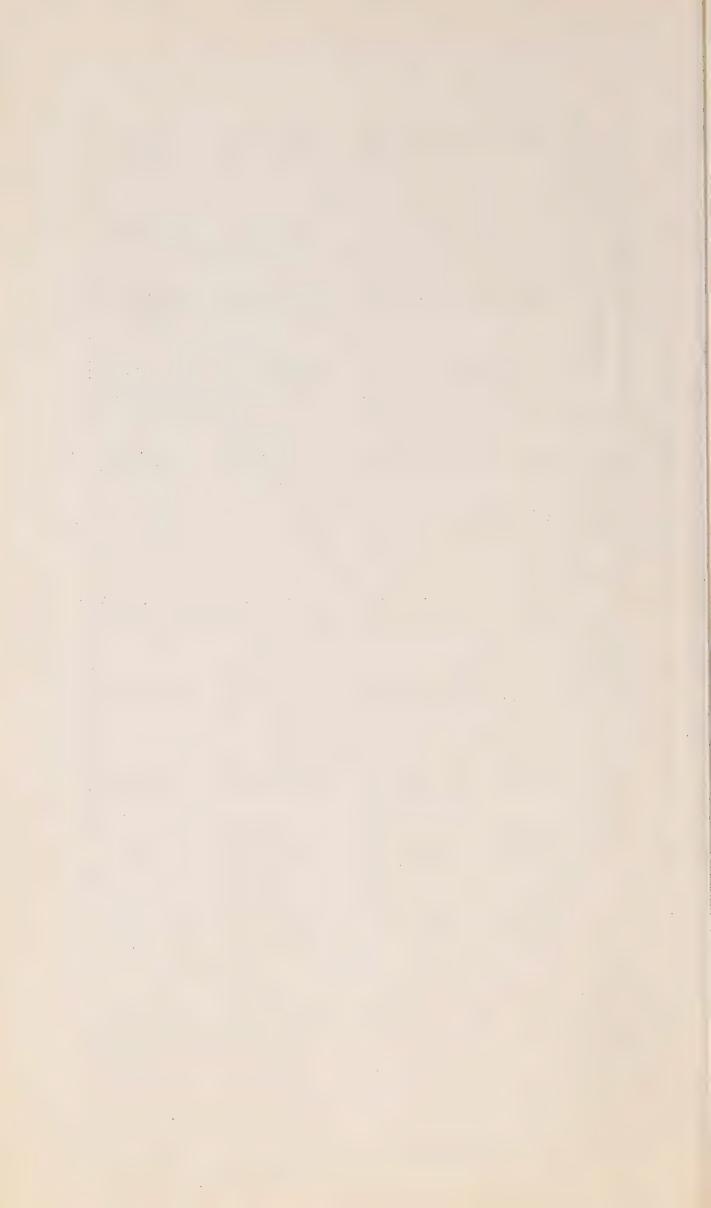
(c) Includes men's furnishings.
(h) Sandy indexes are based largely upon returns from retail candy chains.



200 4 000

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision) INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1935 - 1939 = 100)

ty.	A	\cappa_c	\$ \$	D L	Ô	()	((()	*	2	0	-	0	10	0	now y	1	10,00 10,00 10,00	TECO OF	1,34°6	137.9	7470	143.00	146.0	· Protografia Printing	, רשר	7,7,7	75000	757.	158.7	
Varie	A CONTRACTOR OF THE CONTRACTOR	O.	92,3	1	0	O.I	C~.	17	2	0	00	0	2-4	00	der süllerridiks Tarkkeridiksiskerik		α 2, 1, 1, 2, 2, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3,	7 1	5, 1	١ <u>٠</u> ،	Š	å.	ô	aharany was		å O	o -	4 0	122	. 1
rants		184,3	161.7	134.6	100%	87.2	94.8	93.9	99.4	TOT: 5	\$ 200°	98.7	101.4	115.3		1	100.6		103, c	108.7	11,0,4	113.9	11.4.9		1	° \	ο α	0	115.3	
Resta	A Company of the second control of the secon	188.3	166.8	137.1	101.1	88.7	9.96	0*96	101.2	103.0	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	100.5	103.6	119.0	and the second	(φ, γ,		113°5	111,0	112.5	109.2	117.8	T dillan in N	000	107.3	703.5	ש מכר	119.0	
and and		227.6	159.7	135.6	86.0	977	82,5	2.96	500	e de	101,6	105.3	129.4	142.9	odul effere	1	163,0	F CCT	133.2	119.6	115.4	114.7	165.9	on a mineral production					142.9	
Radio	A CONTRACTOR OF A CONTRACTOR O	183.3	128,6	105.0	69.1	62.8	73.2	85.00	167.2	124.2	113.6	122.4	150.4	1,66.1	come to a		1.46.2	5 0	Š	50	, 00	ý	0 A. 20			115.3	4.011	2.021	166.1	
Parties of the second s		6.20	110.4	95.4	84.3	77.9	85.6	82.6	200	00,700	2050	101.7	110,2	126.1			- 0 C	ۀ د د	121	20	ċ	ô,	Ö			+ (11 1	•	126.7	5
Hardwar	And controlled of the first about the formation of the first and the first about the first and the first about	~	15.5	· ·	O.	(T):	å	in the	ces	ó	· .	i	တ်	0	ut f		139.6	9	ó	()	rmi	Š	Ś		c	V			169.7	
Ties is	B Extraction of the second second	7.90	122.8	103.8	2.4.5	2.50	87.8	83.5	96.3	101.0	303.6	108.7	120.8	141.3			127.0		322.6		~	119.0	4	gyn. Per Hillengi	(· ·	-		141.3	
Grocenies	THE A STANDARD OF MENTALS OF THE STANDARD OF T		131.2	70	5	90.	3	50	200									مان میزیادیا.	127.2	108°S	120.8	126.1	135.5		0	ò	· <	· -	146.6	
LITE	S contract of the second	0,24	142.0	रतीः	\sim	- de	25	50 50 70	10	77.5	00000	0,000	17.C	137.5	20 mg	pace Cobe	100 c	2007	1300	777,8	43306	1.12.1	1.45.3						137.5	
Control of the second s	A SAME A CONTRACTOR OF THE SAME ASSESSMENT OF	3.74. A	272.2	123.9	200	84.5	130.2	105.0	227.7	139.1	122.9	125.2	7.46.6	172.3	to personal	nadro an i	123.0	0.007	125.2	124.0	135.2	122.9	165 8	4.00					172.3	
Vear and Month	E Company	000	107 1030						1975 - 1930 · CEST - 1981	May 2007	May 1530	1039 3030	May 2540 occosos	TAST SAME					ANSTER	September correct	October	Movember	Tedmesed	;; a	1	ognation.	representative	TINGLE CIT		



(Figures for the current year are subject to final revision)

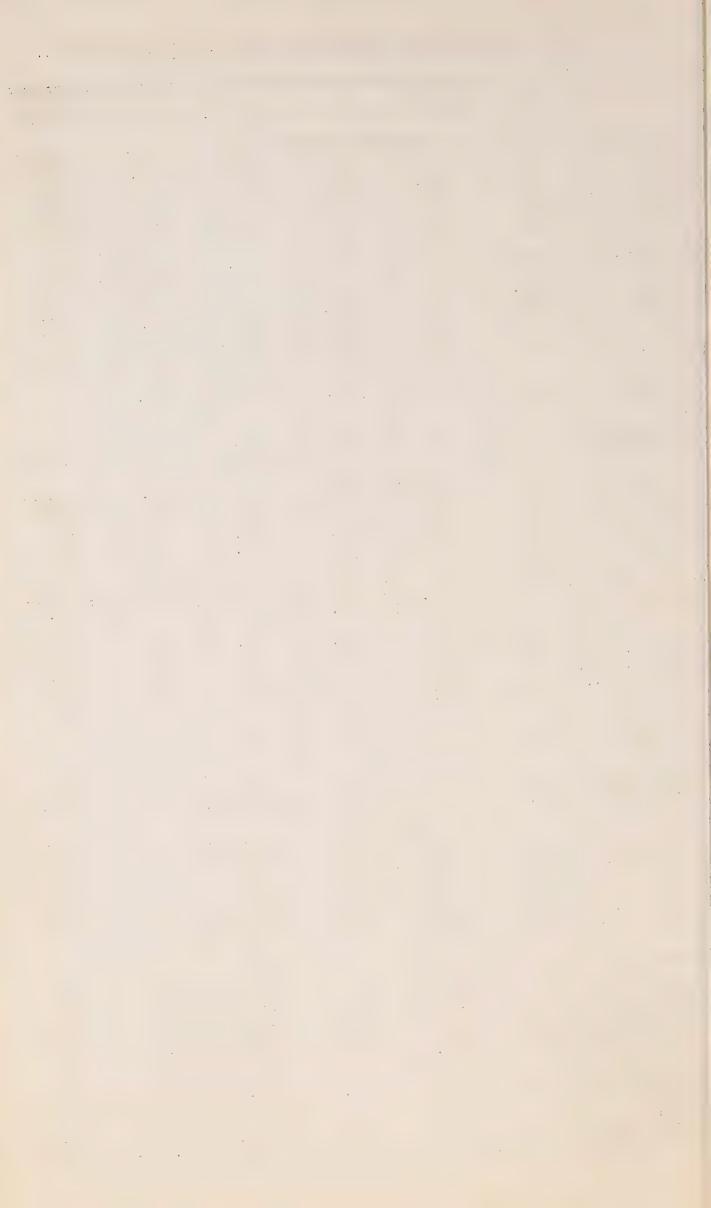
revision)													
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie	British							
Man's Clathin Cl. ()													
May, 1936	. 104.6	OT 2	othing Store	es(c)									
May, 1937		97.2	113.6	102.5	100.2	102.8							
May, 1938	17	112.3	130.6	108.9	105.4	109.1							
	9	97.0	103.6	85.2	86.5	95.7							
May, 1939	11	98.9	107.5	89.0	89.0								
May, 1940	107.8	130.0	120.4			97.0							
May, 1941	136.3	177.7		100.8	99.9	101.2							
1940		-11-1	143.0	134.7	123.1	109.2							
December	199.7	250.8	303.0										
1941		250.0	171.9	212.0	178.8	201.6							
January	07.0												
The hand of the second of the		120.4	79.8	96.7	79.5	94.2							
February	11	106.9	75.4	85.9	72.4								
March	104.4	128.7	100.1	110.2		77.9							
April	146.9	185.9	149.7	154.0	90.6	85.8							
May	136.3	177.7	143.0		120.6	106.4							
% Change,			143.0	134.7	123.1	109.2							
May, 1941													
Mey, 1940	+26.4	+36.7	+18.8	+33.6	+23.2	170							
of Charitan	-			,55.0	123.2	+ 7.9							
% Change,			i										
Jan May, 1941.	+25.9	+36.8	+20.9	122.2	1								
Jan May, 1940	1	1 ,30.0	740.7	+31.3	+18.5	+10.5							
	and the second of the second o		TRANSPORT OF THE THE THE THE TWO IS TO A STREET A RELIGIOUS ASSESSMENT OF THE PROPERTY OF THE	THE PRODUCTION OF THE PROPERTY OF THE PARTY									
Women's Clothing Stores													
May, 1936	112.5	101.5	oroguing of										
May, 1937	111.8		118.5	108.1	119.6	111.6							
May, 1938	177.0	113.9	123.7	106.4	107.1	112.2							
	4.9	111.6	103.4	89.1	96.4	107.3							
May, 1939	A.	120.2	113.0	97-1	99.9	115.6							
May, 1940		162.1	125.0	108.5	118.0	128.5							
May, 1941	142.0	198.5	149.3	136.9	128.5	143.5							
1940	a company			1	1	143.7							
.December	193.6	227.6	182.7	205.1	3700	353.5							
1941		1	202.1	209.1	178.0	173.7							
January	88.1	111.0	77 /	1 01/	0. (
February	70.0	1	75.4	94.6	80.6	91.9							
Monals		94.0	80.6	80.3	72.8	80.3							
March	114.8	126.6	103.0	116.6	111.4	139.1							
April		200.9	173.3	175.2	145.6	156.5							
May	142.0	198.5	149.3	136.9	128.5	143.5							
% Change,						240.0							
May, 1941	100 0	.00 =											
May, 1940	+20.2	+22.5	+19.4	+26.2	+ 8.9	+11.7							
% Change,	- -												
To only the													
JanMay, 1941	+20.8	+30.3	+22.3	+23.7	+10.9	+12.5							
Jan May, 1940	47 E.F. COUNTY STORY I NUMBER OF CHICAGO CORD	The control of the same of the control of		Section in the second of the second section									
The state of the s		an on our contraction to the contraction of the	nd Meat Stor										
May, 1936		(m) (m)	100.2	97.0	96.9	92.7							
May, 1937	107.3	(g)	107.3	105.7	108.6	113.6							
May, 1938	102.1	(g)	103.8	102.1	98.1	102.5							
May, 1939	109.7	107.7	113.0	110.4	104.7	103.6							
May, 1940	123.9	119.7	124.0	122.8	128.2	126.8							
May, 1941	146.6	143.2	144.1	150.6	. 9								
1940	140.0	2,7,5	エナル・エ	150.0	141.9	146.2							
December	334 6	72/2	120 (7/7/	200/								
	135.5	136.3	130.6	141.6	128.6	130.9							
1941													
January	118.0	116.4	116.5	124.1	104.4	115.3							
February	116.9	117.1	117.4	120.7	104.3	116.0							
March	134.6	129.6	137.7	139.3	118.5	131.0							
April	132.2	124.1	135.0	135.8	120.3	132.0							
May	146.6	143.2	144.1	150.6	141.9	146.2							
% Change,		3.5.				27012							
Mar 1941													
May, 1941	+18.3	+19.6	+16.2	+22.6	+10.7	+15.3							
May, 1940	whate												
% Change,	Topological Control of the Control o												
Jan May, 1941	+12.4	+12.2	+ 9.7	+15.3	+8.6	+12.8							
Jan May, 1940						175+0							
(c) Includes men's	funnichinga		2			A CONTRACTOR OF THE PARTY OF TH							

⁽c) Includes men's furnishings. (g) Not available.



UNADJUSTED INDEXES OF RETAIL SALES, BY PROVINCES - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

	The street will will will will be the street of the street			ooo so iinai		
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie	British
					Provinces	Columbia
May, 1936	97.8	Depar	tment Stores	P. SCHOOLSTONISHED BY THE PROPERTY AND ADDRESS.		
May, 1937	104.3	100.6	98.9	98.9	95.6	96.2
May, 1938	95.1	117.2	112.6	103.4	99.5	101.4
May, 1939	101.4	108.4	105.1	95.1	89.3	93.5
May, 1940	111.9	125.0	113.2	101.5	95.6	96.8
May, 1941	134.4	160.3	143.2	113.3	103.5	106.9
1940		200.5	173.2	137.8	121.9	127.4
December	210.2	245+3	215.3	218.9	192.3	197.2
1941	and				172-3	+/11-
January	93.1	98.4	102.2	92.6	87.6	93.4
February	94.8	100.6	95.8	95.6	90.8	97.3
March and	111.6	115.9	116-1	112.1	104.3	119.6
April	132.1	144.2	143.0	136.9	121.4	121.7
May	134.4	160.3	143.2	137.8	121.9	127.4
% Change,						
May, 1941	+20.1	+28.2	+16.7	+21.6	+17.8	+19.2
May, 1940 % Change,	-			_		
Jan -May, 1941						
JanMay, 1940	+17.5	+27.4	+15.8	+18.9	+13.9	+17.8
material state of the state of	A STATE OF THE STATE OF THE STATE OF THE		THE RESIDENCE OF THE PROPERTY OF			
		Vani	ety Stores			
May, 1936	93.4	83.8	98.1	95.0	89.6	85.9
May, 1937	106.6	102.0	116.5	105.1	101.8	96.9
May, 1938	98.2	92.4	107.8	96.7	90.4	95.5
May, 1939	106.9	111.8	119.4	99.9	107.7	101.1
May, 1940	124.8	144.7	139.9	116.4	123.3	105.6
May, 1941	158.8	198.4	179.6	150.5	144.9	118.1
1940		212 11				
December	276.2	368.5	257.2	278.1	281.7	212.9
1941	0/ 0	330 0	302.0	04.0	20 (0
January	96.9	110.8	103.0	94.3	90.6	87.0
February	103.8	125.2 156.0	106.4	99.8	102.6	96.0 105.6
April	143.4	184.1	149.2	137.6	140.0	117.7
May	158.8	198.4	179.6	150.5	144.9	118.1
% Change.						
May, 1941	+27.2	+37.1	+28.4	+29.3	+17.5	+11.8
May, 1940	TCITC	T31.T	T2014	T47.3	T11.7	TT.0
% Change,						•
JanMay, 1941 .	+23.5	+36.0	+24.4	+24.4	+16.4	+10.4
JanNay, 1940	1-3-7					
Section 1 to residence or consider a section of the	ga din miner spromores de sessiones de	CARLO SELECTION OF THE PROPERTY OF THE PROPERT	ug Stores		2 0	
May, 1936	94.4	94.6	92.7	95.2	95.8	89.7
May, 1937		101.8	99.5	102.3	101.9	99.2
May, 1938	97.0	97.4	96.0 105.5	98.0 100.9	107.2	101.0
May, 1939	102.7	97.4	106.6	106.4	111.1	104.3
May, 1940	107.4	139.7	121.7	128.8	125.7	119.4
1940	120.7	137.1	Andrew Art	2.20		
December	161.9	196.5	154.9	156.5	169.5	163.1
1941						
January	117.9	126.8	120.9	117.9	112.2	115.9
February	112.4	124.3	112.8	113.0	107.3	108.3
March	123.9	137.6	126.2	125.5	115.5	115.4
April	120.8	140.7	117.5	120.5	119.9	115.3
May	126.9	139.7	121.7	128.8	125.7	119.4
% Change,	A delignation of the second					
May, 1941	+38.2	+25.7	+14.2	+21.1	+1.3.1	+14.5
May, 1940	2 -					
% Change,				1277 2	132 0	170 0
JanMay, 1941 • JanMay, 1940	+15.1	+22.9	+10.3	+17.3	+12.0	+12.9
1740 I			The second second second second			



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS MAY, 1940 AND MAY, 1941

(Based on sales of 18 firms)

	May 1940	May 1941	% Change
	\$	\$	1941/1940
TOTAL SALES	20,374,398	24,537,164	+ 20.4
1. Women's dresses, coats and suits	2,143,315		+ 19.9
2. Girls' and infants' wear	621,177	797,272	+ 28.3
3. Hosiery and gloves	876,232	1,003,093	+ 14.5
4. Lingerie and corsets	873,663	1,085,552	+ 24.3
5. Millinery	319,094	329,507	+ 3.3
6. Women's and children's apparel(Total, 1-5)	4,833,481	5,785,063	+ 19.7
7. Men's and boys' clothing and furnishings	2,092,451	2,460,725	+ 17.6
8. Drugs and toilet articles and preparations	512,723	627,333	+ 22.4
9. Piece goods	1,267,458	1,546,486	+ 22.0
10. Smallwares	579,673	669,807	+ 15.5
11. Food and kindred products	1,887,910	2,194,093	+ 16.2
12. Furniture (including mattresses, springs)	1,201,363	1,603,475	+ 33.5
13. Home furnishings	1,835,284	2,166,536	+ 18.0
14. Household appliances and electrical supplies	691,142	875,585	+ 26.7
15. Hardware and kitchen utensils	1,015,956	1,328,461	+ 30.8
16. Radios, musical instruments and supplies	262,752	254,872	- 3.0
17. Shoes and other footwear	1,710,715	1,924,345	+ 12.5
18. Stationery, books and magazines	199,187	239,103	+ 20.0
19. All other departments, total	2,284,303	2,861,280	+ 25.3
			The second second second

COVI PURE

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

No. 6

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JUNE 1941

Published by Authority of the Hon. James A. MacKinnon, M.P., Minister of Trade and Commerce.

OTTAWA

1941

Price \$1 a year

Single copies 10 cents

TABLE OF CONTENTS

		Pa	ge
1.	Summary of Retail Sales in Canada, June, 1941		1
2.	Comparisons of Retail Sales in Canada for June, 1941, with Sales in Related Months, by Kind of Business	***	3
3∙	Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)		
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	•••	4
	(b) Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores		5
4.	Index Numbers of Retail Sales in Canada by Economic Division	ns	•
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores		6
	(b) Department Stores, Variety Stores and Drug Stores	* * * *	7
5.	Department Store Sales in Canada, by Selected Departments, June, 1940 and June, 1941		8

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, JUNE, 1941 (1935 - 1939 = 100)

General Summary

Retail sales in June as measured by the composite index of sales for twelve lines of retail dealing excluding the automotive trade declined 6 per cent from May and averaged 10 per cent higher than in June a year ago. The 10 per cent gain over June a year ago represents a considerable decline from the increases between the two years as recorded in comparisons for earlier months which ranged from 12 per cent in February to 23 per cent in April while sales for the first half of the current year stand 15 per cent above the corresponding period of 1940. The smaller increase in June reflects the division of a certain proportion of consumer purchasing power from retail outlets to the purchase of government bonds for the Victory Lean.

The general unadjusted index of sales for the twelve trades and on the base, 1935 - 1939 equals 100 stands at 133.9 for June, 143.1 for May and at 121.4 for June a year ago. The underlying level of consumer purchasing as measured by the seasonally adjusted index has declined slightly during recent months and stands at 134.3 for June compared with 134.7 for May and 135.3 for April. The adjusted index for June a year ago was 116.6.

Sales of candy stores and radio and electrical stores declined slightly in June of this year compared with last while increases ranging from 6 per cent for furniture and food stores to 17 per cent for drug stores were recorded for other trades. Men's clothing stores and variety stores gained 16 per cent; women's clothing stores and restaurants were up 15 per cent; department stores gained 14.per cent; hardware stores, 11 per cent and shee stores, 8 per cent. Increases for the first six months of this year compared with last ranged from 11 per cent for grocery and meat stores to 24 per cent for men's clothing stores.

An analysis of department store sales by departments reveals a decrease of 15 per cent in the radio and musical instrument department in June of this year compared with last. Increases were recorded for all other departments ranging as high as 28 per cent for hardware and kitchen utensils.

Results for Individual Trados

Shoe stores increased 8 per cent over June, 1940 and were up 9 per cent from May, while sales for the first half of this year stand 20 per cent above the same half of 1940. Increases over June a year ago were much greater in the Maritime Provinces than elsewhere. An increase of 18 per cent was reported in this region, while gains for other parts of the country ranged from 2 per cent in British Columbia to 12 per cent in the Prairie Provinces.

Candy store sales declined 3 per cent from June a year ago and were down 37 per cent from May. Sales for the first six months of this year stand 18 per cent over last. The seasonally adjusted index for this trade has declined substantially during recent months and stands at 113.5 for June, 126.1 for May and 134.4 for April.

- 2 -

Men°s clothing store sales were up 16 per cent over June, 1940 and increased 2 per cent over May, while sales for the year to date stand 24 per cent above the corresponding period of 1940. The Maritime Provinces still continue to lead in compared with last for the various regions of the country, with results for the first half of the year in brackets, are as follows: Maritime Provinces, 24 per cent (34 per cent); Quebec, 11 per cent (19 per cent); Ontario, 18 per cent (28 per cent); Prairie Provinces, 23 per cent (19 per cent); British Columbia, 4 per cent (9 per cent).

Women's clothing stores transacted 15 per cent more business in June of this year than last but a decline of 6 per cent from May was recorded. Sales for the first six months of this year averaged 20 per cent above the first six months of 1940. Figures on a regional basis indicate similar increases for eastern and central canada and much smaller gains in the Prairie Provinces and British Columbia. Percentage increases in June of this year over last for the various divisions with gains for the year to date in brackets are as follows: Maritime Provinces, 17 per cent (27 per cent); Quebec, 18 per cent (21 per cent); Ontario, 16 per cent (23 per cent); Prairie Provinces, 7 per cent (10 per cent); British Columbia, 6 per cent (12 per cent).

Department store sales increased 14 per cent over June a year ago and were down 8 per cent from May, the seasonally adjusted index receding from 133.4 in April to 129.4 in May and again to 123.3 in June. Sales for the year to date stand 17 per cent above last year. Department store sales in the Maritime Provinces were 25 per cent higher in June of this year than last, while sales for the first six months were up by 26 per cent. Corresponding ratios for other regions are as follows: Quebec, 10 per cent (15 per cent); Ontario, 14 per cent (18 per cent); Prairie Provinces, 15 per cent (14 per cent); British Columbia, 12 per cent (17 per cent).

Due to some extent at least to enhanced prices, drug store sales advanced 17 per cent in June of this year over last, while sales for the year to date are up 15 per cent. A decline of 3 per cent below May was recorded but this was less than the usual seasonal movement with the result that the seasonally adjusted index advanced from 126.5 to 133.7 in June. British Columbia reported a 9 per cent increase in June of this year over last, while all other regions reported more substantial gains ranging from 14 per cent in Quebec to 25 per cent in the Maritime Provinces. Percentage increases in June of this year over last for each of the five economic divisions of the country with results for the year to date in brackets are as follows: Maritime Provinces, 25 per cent (23 per cent); Quebec, 14 per cent (11 per cent); Ontario, 18 per cent (17 per cent); Prairie Provinces, 18 per cent (13 per cent); British Columbia, 9 per cent (12 per cent).

Grocery and meat store sales, as reflected in results for all the larger food chains and a sample of approximately 1,000 independent merchants, advanced 6 per cent in June of this year compared with last but declined 5 per cent from May. Sales for the year to date are up 11 per cent. A decline below June a year ago may be attributed to the occurrence of five Saturdays in June last year and four in June of 1941. On making allowances for differences in number of business days and for the varying sales importance of different days of the week, and also allowing for normal seasonal variations, the adjusted index for this trade advanced from 141.6 in May to 145.9 in June. Results on a regional basis with figures for the year to date in brackets are as follows: Maritime Provinces, 8 per cent (12 per cent); Quebec, 7 per cent (9 per cent); Ontario, 7 per cent (14 per cent); Prairie Provinces, 1 per cent (7 per cent); British Columbia, 3 per cent (11 per cent).

Hardware stores reported an increase of 11 per cent in June of this year over last and a decline of 9 per cent from May, while sales for the year to date stand 17 per cent above the first six months of 1940.

Sales of radio and electrical stores declined 5 per cent below June a year ago and were 17 per cent lower than in May of this year, while cumulative figures for the first six months stand 15 per cent above the corresponding period of 1940.

Restaurant receipts increased 15 per cent in June of this year over last and also stand 15 per cent higher for the year to date. A decline of 4 per cent from May was recorded.

Variety store sales averaged 16 per cent higher in June of this year than last but declined 4 per cent from May, the seasonally adjusted index in this trade receding slightly from 159.7 in May to 154.2 in June. Sales for the first six months of this year averaged 22 per cent above the corresponding period of 1940. Increases for June of this year compared with last ranged from 8 per cent in British Columbia to 23

per cent in the Maritime Provinces, while increases for the year to date ranged from 8 per cent in British Columbia to 33 per cent in the Maritime Provinces.

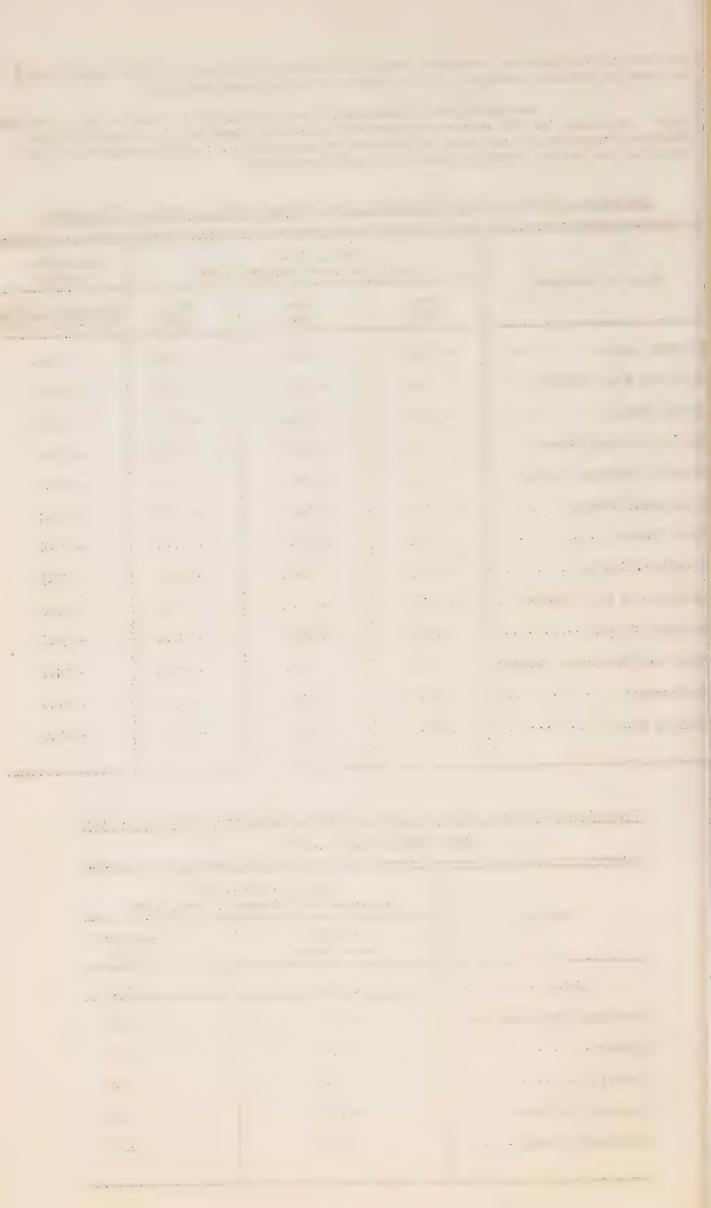
Jewellery stores averaged 13 per cent higher in June of this year than last. Increases for the various regions of the country stand at 37 per cent for the Maritime Provinces, 22 per cent for British Columbia, 14 per cent for Ontario, 10 per cent for the Prairie Provinces and 5 per cent for Quebec.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business	+ or - p	Cumulative Indexes		
THE OT SUBINOSS	Juno 1930	June 1940	May 1941	JanJuno, 1941 JanJuno, 1940
Goneral Index	+ 8.9	+ 10.3	- 6.4	+ 15.4
Boot and Shoe Stores	- 1.2	+ 8.1	+ 9.2	+ 20-2
Candy Stores	- 36.6	- 3.2	- 37.2	+ 17.9
Mon's Clothing Stores	+ 0.5	+ 16.0	+ 1.5	+ 23.7
Women's Clothing Stores	- 16.0	+ 14.5	- 6.1	+ 19-6
Department Stores	- 0.6	+ 14.0	- 7.8	+ 16.9
Drug Stores	+ 8.8	+ 17.0	- 2.9	+ 15.4
Furniture Stores	+ 8.9	+ 6.3	- 25.0	+ 15.3
Grocery and Meat Stores	+ 23.8	+ 5.9	- 5.0	+ 11.2
Hardware Stores	+ 18.7	+ 10.7	- 8.6	+ 16.6
Radio and Electrical Stores	+ 41.6	- 5.1	- 17.1	+ 14.7
Restaurants	- 29.2	+ 14.9	- 3.8	+ 15.2
Variety Stores	+ 85-1 ·	+ 15.5	- 4.1	+ 22.0

Comparison of Rotail Sales of Boot and Shoe Stores and Jewellery Stores
June, 1940 and June, 1941

	Sales in June, 1941 compared with Sales in June, 1940							
Region	Boot and Shoe Stores	Jewellery Stores						
CANADA	+ 8.1	+ 12.5						
Maritime Provinces	+ 18.3	+ 36.6						
Quebec	+ 4.1	+ 5.3						
Ontario	+ 8.5	+ 13.7						
Prairie Provinces	+ 11.5	+ 9.7						
British Columbia	+ 2.1	+ 21.8						



INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

11.	t		[
	Drugs	A		754.5	1.4977	103.0	8.95	86.9	88.6	88.6	97.1	103.7	102.9	104.2	110.8	133-7		כיווו	112.8	114.8	119.5	115-5	131.6	n di den Annale di	124-1	124.6	125.8	125.1	126-5	133-7
	Ur and a second	4	000	12403	14301	6.101.	96.4	86.8	9.06	88.5	91,3	98.1	4.16	98.9	105.2	123.1	: Boo Salmadage no.	108.0	115.5	112,3	124-1	116.9	161.9		117.9	112.4	123.9	120.8	126.8	123.1
	nepartmental	М	VOV	1000	1,51.00	117.0	93.8	91.2	91.5	92.3	92.10	101.0	6-96	64.3	106.5	123.3		114.6	116.6	116.7	120.9	128.5	132.2		123.5	126.1	125.0	133.4	129-4	123.3
	Depart	Y	טאכנ	2000	7.542	17.4.7	92°3	60.1	91.5	94.2	2000	105.2	101.3	98.9	108-7	123.9		88.0	8366	114.7	141.1	150.9	210.2	West - alley Grade	93.1	94.8	111.6	132-2	134.4	123.9
Women's	OUTTUE	В	א נאנ		7700	123.0	3006	87.1	86.6	85.5	100,8	106.6	6.66	92.4	1.02.0	123.8		3.16.7	125.8	125,3	120.3	124.9	133.0		-	÷	20	in	134.2	m
Wom	7	D	~	000	1,5000	146. C	1.1.5	105.4	1001	104.7	112.6	119.0	112.0	10404	116.5	133.4	and the second construction of the second constr	0.96	0.96	114.0	148.6	146.8	193.6	Parp, 19.	88.1	19-9	114.8	169.9	142.1	133.4
n's inc(a)	O PUTUR (C)	B	0.77.	2000	7000	100.4	₩ 1000	30.4	80.7	85.8	99.5	109.4	101.3	95.7	109.6	134.9		116.1	122.4	112.1	115.9	120.1	125.6	To again, and the	121.4	139.5	130.0	143.4	137.2	134.9
Men	47	A STATE OF THE STA	172.9	0 700	7000	7.57	98.1	94.0	99.2	101.5	104.3	115.6	107.4	102.3	118.5	137.5		6.5.6	2.7.6	167.3	14.5.5	160.3	199.7		91.8	82.4	104.4	146.9	135.5	137.5
1 (1)		A Transport	00%	0.020	1	1.44.0	120.0	99.5	103.9	104.7	104.5	102.1	98.8	9.96	110.9	113.5		101.0	3.10.8	309.6	114.0	120.5	124.0		117.2	138.1	125.0	134.4	126.1	113.5
Cand	TI A DITO	A CONTRACTOR	172,9	7000	7000	TOO. P	97.0	75.7	83.1	80.9	78.6	77.1	6.3/6	73.5	85.7	83.0		84.5	106.6	8.96	109.5	105.1	226.5		86.0	127.5	103.1	177.9	132.1	03.0
Boots	UIIOGE	B			n							105.7						106.6	122.7	98.0	104.4	130.4	107.0		114.2	134.6	142.6	128.3	121.9	110.3
	arica ************************************	A was a second second	9.902	777 0	- L = C	0.747	133.4	127.0	145.5	1.46.2	17.2.6	150.6	16.6.7	132.1	166.3	156.0	y Androne was now	101.3	97.3	113.2	113.7	128.6	7.46.C		30.0	0.79	99.8	148.8	142.8	120.U
ral	20.00	Daniel Lanking and	136.3	100	+	111.5	92.0	85.9	87.0	1.06	9.4.6	104.3	102.0	105.4	116.6	134.3		114.5	119.8	116.5	120.1	123.0	130.9		124.5	130.5	129.3	135.3	134.7	134·3
General	E	A. A.									97.7	108.0			121.4	133.9	angeleiten er	103.2	113.2	113.9	131.9	135.7	1.6.1	and the second second	102.3	101.5	119.2	135.7	143.1	153.7
Year and Month	alla	the or the second of the secon	Justs 1929					(4)	э.	04	126	June, 1937	D.			June, 1941	1940	July	wingust	September	Ostober	November	necembal.	1961	January	rebruary	March	April	Times	ome of the state o

⁽c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

# .		1																											
	Variety	В	0 00	2000	2000	79.7	75.9	77.4	84.4	93.3	106.6	105.1	112.7	125.3	154.2		4 901	134.6	137.9	141.7	143.8	146.0		151.4	153.6	150.9	157.0	159.7	154.2
	Var	4	200) c	2000	2000	78.2	84-4	89.4	95.4	109.0	107.9	116.2	132-7	153.3		מאכר	135.0	125.5	146-9	153.8	276-2		6.96	103.8	121.0	143.4	159.8	153-3
と (1975年 1975年 1	urants	AB	1 001	10,77	127.5	4,96	87.3	94.1	94.0	6-66	101.8	95.4	91-3	100.6	116.8		טינטנ	103-8	108.7	110.4	113.9	114.9		115.0	116.9	118.8	118.7	115-6	116.8
	Resta	A	7 77 7	0 191	126.9	0.96	87.2	94.9	93-3	99-5	101.4	95.0	91.2	99.8	114.7	* Little von	106.0	113.5	111.0	112.5	109.2			109.3	103.2	0.711	118.2	119-2	114-7
and	rical	В	פררפ	161.2	127.2	89.6	73.1	83-3	94-2	91-3	115.7	100.6	103.8	163-9	155.6		133.4	133.2	119.6	115.4	114.7	165.9		143.1	148.5	145.6	160.5	144.0	155.6
Radio and	Electrical	A manufacture of the second	128.4	0.00	80.4	60.3	52.2	60.3	65-6	84-7	107-3	93.3	96-3	146.2	138.8	nalinian na mana	1.901	108.6	133.9	148.2	146.2	224.4		115.3	110.4	120.3	146.3	167.4	138.8
	ware	В	125.1	111.6	93.5	79.0	72.4	86.5	87.2	93.1	107.6	108.5	105.7	119-7	132.4		108.0	115.7	115.3	120.8	123.6	136.8		134.3	142.4	137.2	134.9	125.6	132.4
	Hardware	A series of the	145.9				87.8			0.	130.5				154.5	est, molecupya, vener i		126.2										169.0	
Groceries	and Meats	В	122.6	117.9	112.1	93.6	87.0	83.6	89.4	93.6	103.4	100.3	121.2	127.8	145.9		114.7	122.6	116.2	120.8	119.0	128.1		122.0	127.3	126.9	136.6	141.6	145.9
Groc	and	A	126.4	112.8	109.9	93.2	87.7	89.4	92.2	91.7	102.2	105.7	122.1	131.8	139.6		111.1	124.2	108.9	120.8	126.1	135.5		118.0	117.0	134.7	132.2	146.9	139.0
	ture	B	161.1	130.9	105.6	71.7	8.69	82.6	87.5	95.5	116.6	30.0	101.5	125.7	136.7		129.3	118.3	111.8	113.4	112.1	145.3		124.6	132.8	131.3	127.4	139.1	1.30.7
	Furniture	A	151.3	120.0	100.3	68.8	68.4	83.7	86.5	95.5	116.7	20.00	100.5	123.0	130.7		100.6	125.2	124.0	135.2	122.9	165.8		83.1	103.6	112.7	137.9	174.3	1.20-7
Vocas and March Control of the Contr	rear and Month	THE PERSON CONTRACTOR AND ADDRESS OF THE PERSON OF THE PER							_		June, 1937				June, 1941	1940	July	August	September	October	November	necember	1941	January	February	March	Marie Transfer	Time	

The control of the control of the control of the state of the control of the cont

(Figures for the current year are subject to final revision)

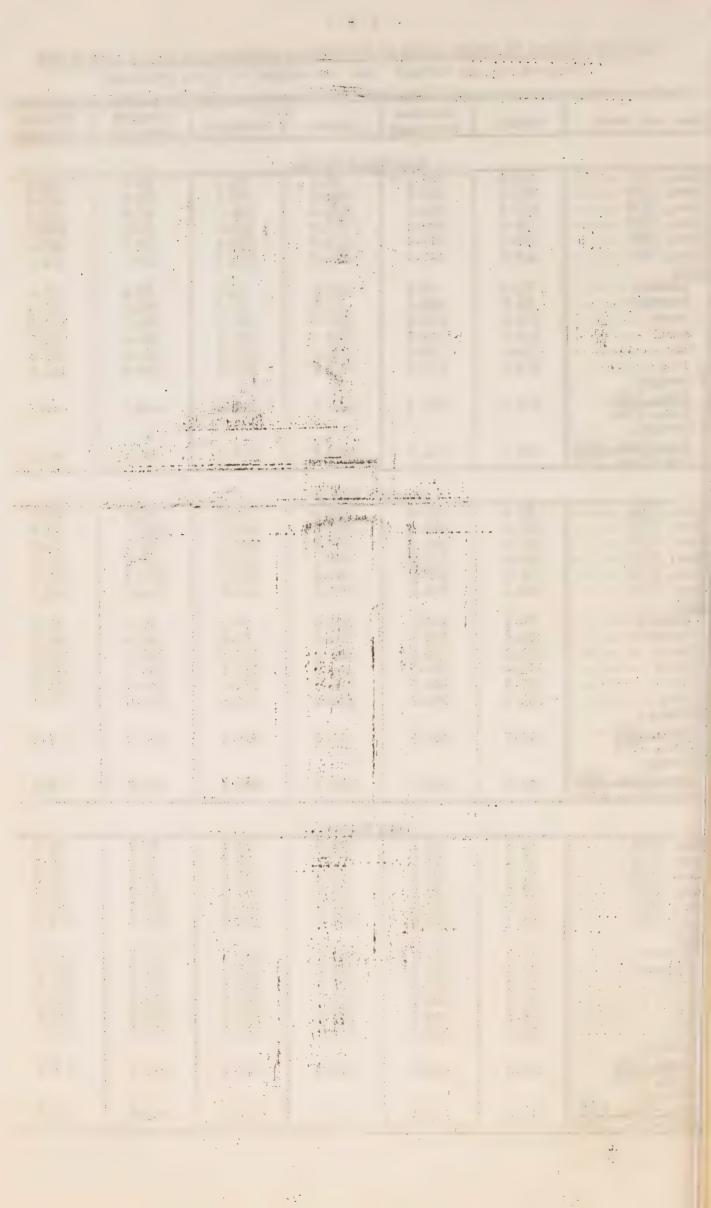
in the control of the	tation year are subject to final revision)										
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia					
CONT. SERVICE SERVICE AND SERVICE SERVICE SERVICE SERVICES SERVICE	SE-SENSEN D. L. LA COMM MINISTER, AND MINISTER VISA OF PROMISE AND SENSENCE VISA	Men's Cl	othing Store	s(c)							
June, 1936 June, 1937 June, 1938 June, 1940 June, 1941	104.3 115.6 107.4 102.3 118.5 137.5	107.3 116.9 111.4 112.1 139.5 173.4	120.9 131.3 122.4 115.0 129.1 143.7	99.6 113.2 103.3 97.9 114.9 135.4	91.4 97.4 98.8 90.6 104.5 128.0	98.2 109.4 95.2 97.8 109.6 113.6					
January February March April May June % Change,	91.8 82.4 104.4 146.9 135.5 137.5	120.4 106.9 128.7 185.9 174.7 173.4	79.8 75.4 100.1 149.7 142.8 143.7	96.7 85.9 110.2 154.0 133.5 135.4	79.5 72.4 90.6 120.6 122.7 128.0	94.2 77.9 85.8 106.4 110.4					
June, 1941 June, 1940 % Change,	+16.0	+24.3	+11.3	+17.8	+22.5	+ 3.6					
Jan - June, 1941 Jan - June, 1940	+23.7	+33.8	+18.7	+28.3	+19.3	+ 9-3					
من من من من المنظور المنظور المنظم المنظور المن المنظور الله المنظم المنظم المنظم المنظم المنظم المنظم المنظم ا المنظم المنظم المنظ		Women s C	lothing Stor	· es							
June, 1936 June, 1937 June, 1938 June, 1939 June, 1940 June, 1941 1941	112.6 119.0 112.0 104.4 116.5 133.4	109.3 113.3 121.3 123.7 139.2 162.7	128.7 137.5 128.9 113.8 123.0 144.8	108.3 115.6 106.0 100.0 111.0	100.4 103.5 104.9 94.6 107.9 115.0	109.1 110.0 100.9 107.4 130.2 137.5					
January February March April May June Change	88.1 79.9 114.8 169.9 142.1 133.4	111.0 94.0 126.6 200.9 193.2 162.7	75.4 80.6 103.0 173.3 147.8 144.8	94.6 80.3 116.6 175.2 137.7 129.2	80.6 72.8 111.4 145.6 129.5 115.0	91.9 80.3 139.1 156.5 145.7 137.5					
June, 1941 June, 1940 % Change,	+14.5	+16.9	+17.7	+16.4 ·	+ 6.6	+ 5.6					
Jan June, 1941 Jan June, 1940	+19.6	+26.8	+21.1	+22.5	+10.3	+11.5					
The control of the co	. ಇರ್ ಮೇ. 15. ರಂತರವಾಗ ಸಾಮಾರ್ಯ ಸಾಮಾರ್ಯವಾಗುವುದಾ	Grocery a	and Meat Stor								
June, 1936 June, 1937 June, 1938 June, 1940 June, 1941 1941	91.7 102.2 105.9 122.1 131.8 139.6	(g) (g) (g) 116.1 124.6 134.6	93.3 101.4 108.1 122.7 131.8 141.4	89.0 98.9 103.0 118.9 127.6 136.1	97.2 110.0 108.3 130.8 145.1 147.0	91.2 110.6 109.1 130.1 142.1 146.4					
January February March April May June % Change,	118.0 117.0 134.7 132.2 146.9 139.6	116.4 117.1 129.6 124.1 143.2 134.5	116.5 117.4 137.7 135.0 144.1 141.4	124.1 120.7 139.3 135.8 150.6 136.1	104.4 104.3 118.5 119.6 144.4 147.0	115.3 116.0 131.0 131.8 146.2 146.4					
June, 1941, June, 1940 % Change,	+ 5:9	+ 7.9	+ 7.3	+ 6.7	+ 1.3	+ 3.0					
Jan June, 1941 Jan June, 1940	+11:2	+111.45 J	+ 9.3	+13.8	+ 7.3	+10.8					

⁽c) Includes men's furnishings.
(g) Not available.



WHADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100) (Figures for the current year are subject to final revision)

er to a second s	7 .		your are st	rolect to ili	nal revision)	
Year and Month	CANADA	liaritime Provinces	Quebec	Ontario	Prairie Provinces	British
		Denar	tment Stores		1 11 04111098	Columbia
June, 1936	95.9	101.5	98.3			
June, 1937	105.2	118.2	112.1	98.1	90.4	93.5
June, 1938	101.3	111.8	111.4	108.7	94.9	102.6
June, 1939	98-9	109.6		104.1	92.2	95-3
June, 1940	108.7	117.4	109.0	101.1	87.7	100.0
June, 1941	123.9	147.1	117.6	110.3	99.8	109.0
1941		741.07	129.5	125.3	114.5	121.5
January	93.1	98.4				
February	94.8		102.2	92.6	87.6	93-4
March	111.6	100.6	95.8	95.6	90.8	97.3
April	11	115.9	116.1	112.1	104.3	119.6
May	132.2	144.2	143.0	137.3	121.4	121.7
June	134.4	155.9	143.1	138.2	122.4	126.6
% Change	123.9	147.1	129.5	125.3	114.5	121.5
						161.7
June, 1941	+14.0	+25.3	+10.1	122 (
June, 1940		127.3	410.1	+13.6	+14.7	+11.5
% Change,		·				-
Jan June, 1941	+16.9	+26.2				
Jan June, 1940	110.7	T20.2	+14.8	+18.1	+14.1	+16.5
2000		Varie	ty Stores			
June, 1936	95.4	93.4	101.0	94.5	92.2	89.6
June, 1937	109.0	102.3	119.5	107.5	103.9	99.4
June, 1938	107.9	104.1	118.4	107.1	99.2	96.4
June, 1939	116.2	137.6	127.2	111.8	105.2	1
June, 1940	132.7	158.5	147.5	125.3		99.5
June, 1941	153.3	194.2	170.4	144.6	126.3	109.9
1941			710.4	144.0	144.0	118.1
January	96.9	110.8	103.0	04.2	20 /	0
February	103.8	125.2	106.4	94.3	90.6	87.0
March	121.0	156.0	122.2	99.8	102.6	96.0
April	143.4	184.1	149.2	117.5	116.2	105.6
May	159.8	200.5		137-6	140.0	117.7
June	153-3	- (181.1	151.4	144.9	118.1
% Change,	±23+3	194.2	170.4	144.6	144.0	118.1
June, 1941						
	+15.5	+22.5	+15.5	+15.4	+14.0	+ 7.5
June, 1940 % Change,					17410	T 112
					•	•
Jane TJune, 1941	+22.0	+33-4	+22.7	+22.7	475 8	, 0 ,
Jan June, 1940!		.55**	1221	1.331	+15.9	+ 8.1
		_	4.			
June, 1936	91.3	90.2	Stores 92.8	00.1	00	
June, 1937	98.1	96.9	*	92.1	88.7	89.4
June, 1938	97.4		97.9	99.8	94.0	98.4
June, 1939		95.6	96.7	99.6	93.6	96.3
June, 1940	98.9	99.9	99.4	99-3	96.2	99.9
	105.2	107.3	104.5	106.6	101.7	104.6
June, 1941	123.1	133.9	119.4	125.9	119.6	113.9
1941						
January	117.9	126.8	120.9	117.9	112.2	115.9
February	112.4	124.3	112.8	113.0	107.3	108.3
March	123.9	137.6	126.2	125.5	115.5	115.4
April	120.8	140.7	117.5	120.5	119.9	115.3
May	126.8	140.7	121.1	128.7	125.8	119.6
June	123.1	133.9	119.4	125.9	119.6	113.9
% Change,						223.
June, 1941	135.0	101 0				
June 1940	+17.0	+24.8	+14.3	+18.1	+17.6	+ 8.9
% Change				-		
JanJune, 1941	135	102	122			
Jan June 1940	+15.4	+23+4	+10.9	+17.4	+13.0	+12.2
2740				1		Street Street Street Street



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JUNE, 1940 and JUNE, 1941

(Based on sales of 15 firms)

-		June	June	% Change
		1940	1941	1941/40
		Ş	Ş	,
	TOTAL SALES	19.483,246	22,327,407	+ 14.6
				• ,
1.	Women's dresses, coats and suits	1,934,420	2,237,945	+ 15.7
	•			
2.	Girls' and infants' wear	574,677	749,365	+ 30.4
),,,,,,	1 47 \$307	
3.	Hosiery and gloves	785,810	823,199	+ 4.8
J.	and Santa Sa	100,010	023,177	. 7.0
4.	Lingerie and corsets	953,990	1,153,402	+ 20.9
4.	mingerte and corsets	723,770	1,173,402	
	****	0/0 000	000 7/7	+ 8.2
5.	Millinery	260,889	282,167	+ 0.2
			# a.d a=0	
6.	Women's and children's apparel(Total, 1-5)	4,509,786	5,246,078	+ 16.3
7.	Men's and boys' clothing and furnishings	2,191,960	2,490,210	+ 13.6
8.	Drugs and toilet articles and preparations	544,956	604,321	+ 10.9
9.	Piece goods	1,363,633	1,513,200	+ 11.0
10.	Smallwares	581,741	620,026	+ 6.6
11.	Food and kindred products	1,804,230	1,881,253	+ 4.3
		Constitution - The		
12.	Furniture (including mattresses and springs) .	1,117,288	1,360,102	+ 21.7
13.	Home furnishings	1,454,586	1,686,743	+ 16.0
200	TIONEO 4 ULILLANDINGS			
3.4	Household appliances and electrical supplies .	608,140	722,253	+ 18.8
14.	household appliances and electronic supplies			
9	** * * * * * * * * * * * * * * * * * * *	790,970	1,009,485	+ 27.6
15.	Hardware and kitchen utensils	1,0,,,	2,000,100	
		285,466	242,828	- 14.9
16.	Radios, musical instruments and supplies	205,400	242,020	14.7
			2 013 907	. 72
17.	Shoes and other footwear	1,781,172	1,911,821	+ 7.3
18.	Stationery, books and magazines	197,557	223,513	+ 13.1
19.	All other departments, total	2,251,761	2,815,574	+ 25.0
-				

t.

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

No. 7

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

JULY 1941

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

1941

Price \$1 a year

Single copies 10 cents

TABLE OF CONTENTS

			Page
1.	Summ	ary of Retail Sales in Canada, July, 1941	1
2 *	Comp	arisons of Retail Sales in Canada for July, 1941, with Sales in Related Months, by Kind of Business	3
3•	Regi	onal Trends in Retail Trade, First Half of 1941	4
4.	Inde	x Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a)	General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	6
	(b)	Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores	7
5.	Inde	x Numbers of Retail Sales in Canada by Economic Divisions	
	(a)	Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	8
	(b)	Department Stores, Variety Stores and Drug Stores	9
6.	Depa	rtment Store Sales in Canada, by Selected Departments, July, 1940 and July, 1941	10

DEPARTMENT OF TRADE AND COMMER**GE**DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, JULY, 1941

(1935 - 1939 = 100)

Customers spent 19 per cent more money in retail stores in July of this year than last and 8 per cent less than in the month of June, according to composite figures based on monthly statements received from a representative number of retail firms in twelve different lines of trade. The general index of sales on the base, 1935 - 1939 equals 100 stands at 122.5 for July, 1941, at 133.8 for June and at 103.2 for July a year ago.

The 19 per cent increase over July a year ago is considerably greater than 10 per cent increase which was recorded in the June comparison and compares with increases of 19 per cent for May and 23 per cent for April, while dollar sales for the first seven months of 1941 stand 16 per cent above the corresponding period of last year. The smaller increase for June reflects the diversion of a certain portion of consumer purchasing power from retail channels to the purchase of government bonds for the Victory Loan. The 8 per cent decline from June was less than the usual seasonal movement between that month and July, the general index, when adjusted both for number of business days and also for normal seasonal changes advancing from 134x3 for June to 135.0 for July.

All lines of business for which figures are available registered pronounced increases over July, 1940, gains ranging from 13 per cent for shoe stores to 30 per cent for radio and electrical stores being recorded. The 30 per cent increase for radio and electrical stores must be interpreted in the light of higher prices resulting from the 25 per cent excise tax on radios, electrical stoves, washing machines, refrigerators and other home conveniences contained in the War Exchange Conservation Act introduced last December. Increases for other lines of business must also be attributed partly to enhanced prices.

Department stores transacted 16 per cent more business in July of this year than last while sales for the year to date are up 17 per cent. Increases in the Maritime Provinces exceeded those for other regions both for the month and for the seven-month period. The July increases for each region with the gain for the seven months in brackets are as follows: Maritime Provinces, 23 per cent (26 per cent); Quebec, 16 per cent (15 per cent); Ontario, 15 per cent (18 per cent); Prairie Provinces, 15 per cent (14 per cent) and British Columbia, 18 per cent (17 per cent).

Drug stores reported marked increases over July a year ago, gains in the Maritime Provinces and the Prairie Provinces exceeding those in other regions. Drug store sales for Canada as a whole averaged 18 per cent higher in July of this year than last while sales for the first seven months are up 16 per cent over the corresponding period of 1940. Regional increases for the month with average increases for the seven months in brackets are as follows: Maritime Provinces, 27 per cent (24 per cent); Quebec, 17 per cent (12 per cent); Ontario, 17 per cent (17 per cent); Prairie Provinces, 23 per cent (14 per cent) and British Columbia, 12 per cent (12 per cent).

Food store sales as measured by returns from all the larger food chains and about 1,000 independent grocers ranged 20 per cent higher in July of this year than last while cumulative figures for the first seven months are up by 12 per cent. The July increase was highest in Ontario at 24 per cent and lowest in British Columbia at 11 per cent. Gains in the other regions were 13 per cent for the Maritime Provinces, 16 per cent for the Prairie Provinces and 21 per cent for Quebec.

gradient of the Herrich Wilder von der Bergereiten von der Bergeren der Steinen der Bergereiten von der Bergereiten von der Bergereiten der Berge Windows Robert Constitution of the constitution of th Liver Liver of the Community of the Comm

Men's clothing store sales averaged 18 per cent higher in July of this year over last, uniform increases of approximately 23 per cent in the Maritimes, Quebec, Frairie Provinces and British Columbia being reduced by a smaller gain of 11 per cent in Ontario. Sales for the first seven months of the current year average 23 per cent over the corresponding period of 1940 with regional gains standing at 32 per cent for the Maritime Provinces, 19 per cent for Quebec, 26 per cent for Ontario, 20 per cent for the Prairie Provinces and 12 per cent for British Columbia.

Women's clothing store sales were up 17 per cent in July, 1941 over July, 1940, increases for the five geographical areas lying between 14 per cent and 19 per cent. Sales for the first seven months averaged 19 per cent higher than for the first seven months of 1940 while regional increases in this comparison stand at 25 per cent for the Maritimes, 21 per cent for Quebec, 22 per cent for Ontario, 11 per cent for the Prairie Provinces and 12 per cent for British Columbia.

Candy store sales were 26 per cent higher in July of this year than last, hardware stores gained 24 per cent, variety stores 21 per cent, restaurants, 18 per cent and furniture stores, 13 per cent. Jewellery stores and especially those in the Maritime Provinces continued to report marked increases in business. July sales of jewellery stores averaged 23 per cent higher than in July a year ago. Sales in the Maritime Provinces were up 43 per cent. Ontario sales gained 30 per cent, British Columbia, 20 per cent, while increases in Quebec and the Prairie Provinces were similar at between 13 and 14 per cent.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

775 . 3 . 6 D	+ or - p	July, 1941 er cent compare	ed with	Cumulative Indexes		
Kind of Business	July 1930	July 1940	June 1941	JanJuly, 1941 JanJuly, 1940		
General Index	+ 6-3	+ 18•7	- 8.4	+ 15.8		
Boot and Shoe Stores	- 11.2	+ 13.0	- 26.4	+ 19.0		
Candy Stores	- 28.6	+ 25.8	+ 18-6	+ 18.0		
Men's Clothing Stores	+ 2.0	+ 17.7	- 18.8	+ 22.8		
Women's Clothing Stores	- 16.8	+ 16.6	- 16.0	+ 19.2		
Department Stores	- 6.1	+ 16.1	- 17.4	+ 16.8		
Drug Stores	+ 11.8	+ 18.4	+ 4.2	+ 15.8		
Furniture Stores	+ 28.8	+ 12.6	- 13.8	+ 15.0		
Grocery and Meat Stores	+ 15.1	+ 19.8	- 4.6	+ 12-4		
Hardware Stores	+ 22.3	+ 23.7	- 2.5	+ 17.6		
Radio and Electrical Stores	+ 53-5	+ 30.1	- 0.6	+ 16.7		
Restaurants	- 25.2	+ 18.1	+ 9.4	+ 15.6		
Variety Stores	+ 78.8	+ 20.5	- 1.2	+ 21.8		

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores July, 1940 and July, 1941

	Sales in July, 1941 compared with Sales in July, 1940									
Region	Boot and Shoe Stores	Jewellery Stores								
CANADA	+ 13.1	+ 23.0								
Maritime Provinces	+ 16.2	+ 42.5								
Quebec	+ 15.4	+ 13.7								
Ontario	+ 11.5	+ 30 · 2								
Prairie Provinces	+ 10.4	+ 13.3								
British Columbia	+ 14.6	+ 20.3								
		•								

. . · ·

. .

. .

. . .

and the second of the second o

W * * A service of the serv

Regional Trends in Retail Trade

Introduction

A comparison of the general level of retail purchasing during the first quarter of this year and the corresponding period of 1940 for each of the five economic divisions of Canada was given in the April issue of this bulletin. A similar comparison for the first six months of this year and last is given in the following paragraphs.

These regional comparisons are based on general indexes of sales derived partly from monthly indexes on a regional basis for six lines of business included in the regular part of this bulletin. These six lines of business are men's clothing stores, women's clothing stores, grocery and meat stores, department stores, variety stores and drug stores. Indexes of country general store sales and new passenger car sales are also represented in the regional indexes although they are not included in the regular monthly series.

The system of weighting the indexes for the various lines of business in each economic division in order to arrive at the general indexes is as follows:

	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Country general stores Mon's clothing stores Women's clothing stores Department stores Drug stores Grocery and meat stores Variety stores New passenger car sales	27 4 2 19 5 31 5	17 6 5 16 5 38 5	9 6 5 7 32 5 11	27 3 3 3 33 5 19 3 7	16 5 5 34 6 23 4 7
	C. ALCOHOLOGICA	renol/seconicy/metaloge	Anni Million de Constitución d		< "crashrancing value of control of the control of
	100	100	100	100	100
	WHITE COMPANY OF THE PARTY OF T	-		-	and the Control of th

Since the regional general indexes are computed from a different set of components than is the general index in the regular series, exact comparisons cannot be made between the regional figures and those contained in the regular tables. For example, the average increase in dollar sales in Canada for the first half of this year compared with last was 15 per cent according to the general index derived from the results for twelve lines of business included in the regular series. The corresponding increase based upon the eight lines of business for which regional figures are available was 12 per cent, the inclusion of indexes of country general store sales and new passenger car sales being responsible for the smaller increase.

Maritime Provinces

Retail trade in the Maritime Provinces as measured by the composite figures for the eight lines of business for which data are available averaged 14 per cent higher for the first six months of this year compared with last and was 32 per cent above the dollar volume during the first six months of 1939. The greatest increase relative to the first half of 1940 was recorded by men's clothing stores, whose sales were up 34 per cent, while the gain for variety stores was only slightly less at 33 per cent. Other increases were 27 per cent for women's clothing stores, 26 per cent for department stores, 23 per cent for drug stores, 12 per cent for grocery and meat stores and 5 per cent for country general stores. New passenger car sales declined 17 per cent in number and 1 per cent in value below the first six months of last year.

Regional Trends in Retail Trade

Introduction

A comparison of the general level of retail purchasing during the first quarter of this year and the corresponding period of 1940 for each of the five economic divisions of Canada was given in the April issue of this bulletin. A similar comparison for the first six months of this year and last is given in the following paragraphs.

These regional comparisons are based on general indexes of sales derived partly from monthly indexes on a regional basis for six lines of business included in the regular part of this bulletin. These six lines of business are men's clothing stores, women's clothing stores, grocery and meat stores, department stores, variety stores and drug stores. Indexes of country general store sales and new passenger car sales are also represented in the regional indexes although they are not included in the regular monthly series.

The system of weighting the indexes for the various lines of business in each economic division in order to arrive at the general indexes is as follows:

	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Country general stores Mon's clothing stores Women's clothing stores Department stores Drug stores Grocery and meat stores Variety stores New passenger car sales	27 4 2 19 5 31 5	17 6 5 16 5 38 5	9 6 5 25 7 32 5 11	27 3 3 33 5 19 3	16 5 5 34 6 23 4 7
	100	100	100	100	100

Since the regional general indexes are computed from a different set of components than is the general index in the regular series, exact comparisons cannot be made between the regional figures and those contained in the regular tables. For example, the average increase in dellar sales in Canada for the first half of this year compared with last was 15 per cent according to the general index derived from the results for twelve lines of business included in the regular series. The corresponding increase based upon the eight lines of business for which regional figures are available was 12 per cent, the inclusion of indexes of country general store sales and new passenger car sales being responsible for the smaller increase.

Maritime Provinces

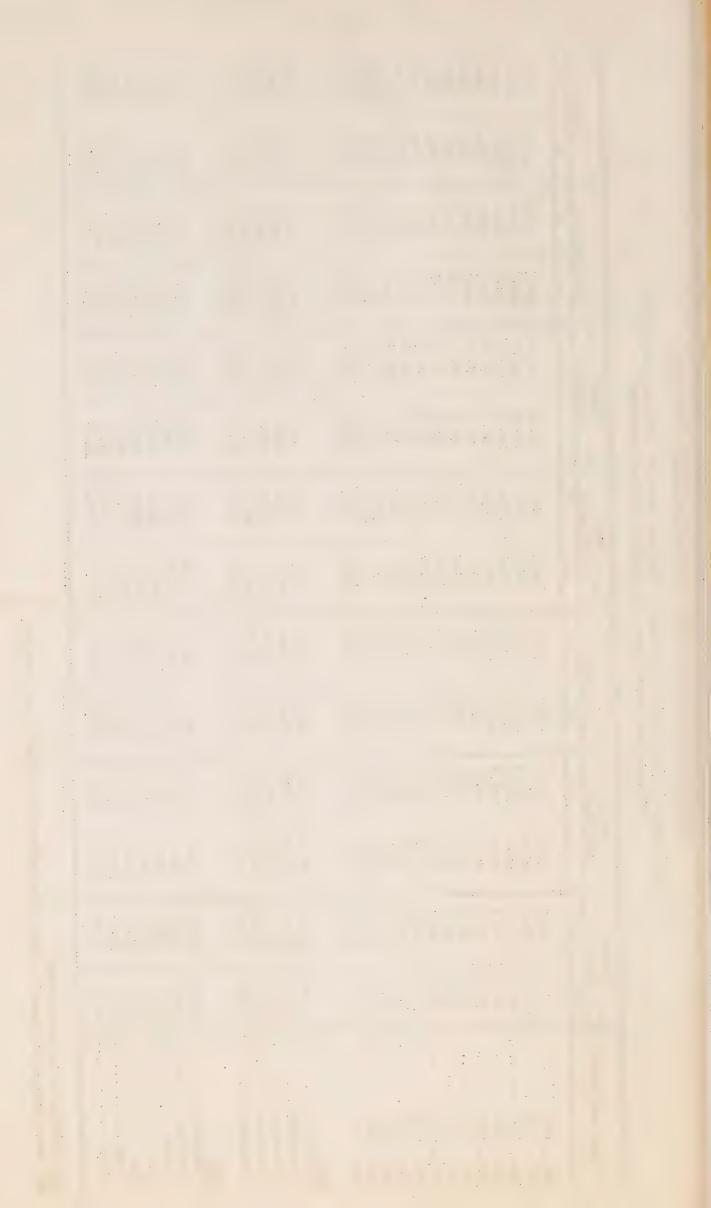
Retail trade in the Maritime Provinces as measured by the composite figures for the eight lines of business for which data are available averaged 14 per cent higher for the first six months of this year compared with last and was 32 per cent above the dollar volume during the first six months of 1939. The greatest increase relative to the first half of 1940 was recorded by men's clothing stores, whose sales were up 34 per cent, while the gain for variety stores was only slightly less at 33 per cent. Other increases were 27 per cent for women's clothing stores, 26 per cent for department stores, 23 per cent for drug stores, 12 per cent for grocery and meat stores and 5 per cent for country general stores. New passenger car sales declined 17 per cent in number and 1 per cent in value below the first six months of last year.

The state of the s

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 10C) (Figures for current year ar subject to final revision)

The same of the sa	S S	106.7	2,721	105.5	91.9	85.4	89.6	91°C	96.2	103.4	102.4	102.2	122,2	130.9		0	14	0	3	-		4	4.	20	3	9	133.4	Ô
TO BE A STATE OF THE PARTY OF T	, T	1,501	774.4	104.6	إسا	4	9	89.3	4	0	00	0	ró	0		١٥	1.12,3	0	ŝ	2	Methodoropic o	0	° CV	3	0	°	122,8	0
A CONTRACTOR OF THE PROPERTY O			134.0	115.2	89.9	88.5	90.8	94°C	4026	20406	98,2	101,2	114.6	13205	ryth there as	٥	9	Ö	0	° CI		~	9	3	ñ	30	123-1	Ň
TO THE PARTY OF TH	A Sall Charles	120.2						72.2								0	114.1	å	Ö	ċ	ula vellania y bilgilini (rig	3	4	11.	32.	34.	123.7	02.
2 2	В	~	7 4	10		0	å	93.8	0	0	0	0	0	2	Mile Fr. mark v jerob	7,	125.3	0	4.	ŝ	ye ye water amilita. Mumining gasiling-agus	27°	37	350	35.	34.	123.7	33,
BC	A	2, 17	134.5	108.3	86.7	78.4	83.8	86.9	35.7	93.8	81.0	80.0	0.96	111.9		ŷ	114.0	48%	9	93.							133-2	
Men's	B	148.7	128.7	105.5	83.8	7-77	87.5	93.5	6.66	111,5	6.26	101.1	10.6.1	136,1	The Charles of the Ch	0	112.1		•			2	30	30	43	37	134.9	36
	A	126.0	109.5	4.06	72.7	63.5	71.8	79.2	97.6	95.7	32.7	79.7	6.46	11107			107.3	2°	°	·			-	-	-	-	137.5	
A STATE CARE. TO	B	0		6	0	20	0	89.2	0					0		110.8	109.6	0	3	6		117.2	13%3	124.2	2	0	122.5	6
	A. B.	180-1	148.8	120.9	108.5	85.8	80.3	75.5	85°7	22.5	3 3 3 3	75.2	84.5	106.3		106.6	96.8	109~5	105.1	226.5		86.0	124.C	102.4	171.5	130,3	89.6	106-3
ots Shoes	В	150.1	123.1	117.7	102.8	93.8	95.8	98,1	98.2	10%2	102.7	96.2	106.6	119.0	gen frame (cu fug	122.7	98.0	104.4	130.4	07		114.2	134.6	142.6	128,3	121.9	117.9	119.6
	A		a	54				93.2	0	0	n	4.	0	di.			11.3.2	- 0		4.				D.			155.5	
ral	В	144.2	126.5	111.3	83.7	85.5	88,2	60	95.2	1042	2000	103.8	114.5	135.0		0	9	o o	123.0	å		4.	ò	0	20	4	134.3	2
General Index	4	130,3	115,2	102,3	82,2	16.0	28	0,100	1 86.7	4.006	77.0	91.3	103.2	12205	tion servolume beque	113.2	()	31,	13507	74.	and my surface	2	-	00	20	ñ	133.8	Š
Year and Month		July, 1929	19	79	13	19	19	July, 1935	19	5 C	7	6t	July, 1940	July, 1941	1940	August	September	October	November	December	1941	January	February	March	April	Lay	June	Tar

(c) Includes men's furnishings. (h) Candy indexes are based largely upon returns from retail candy chains.



INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

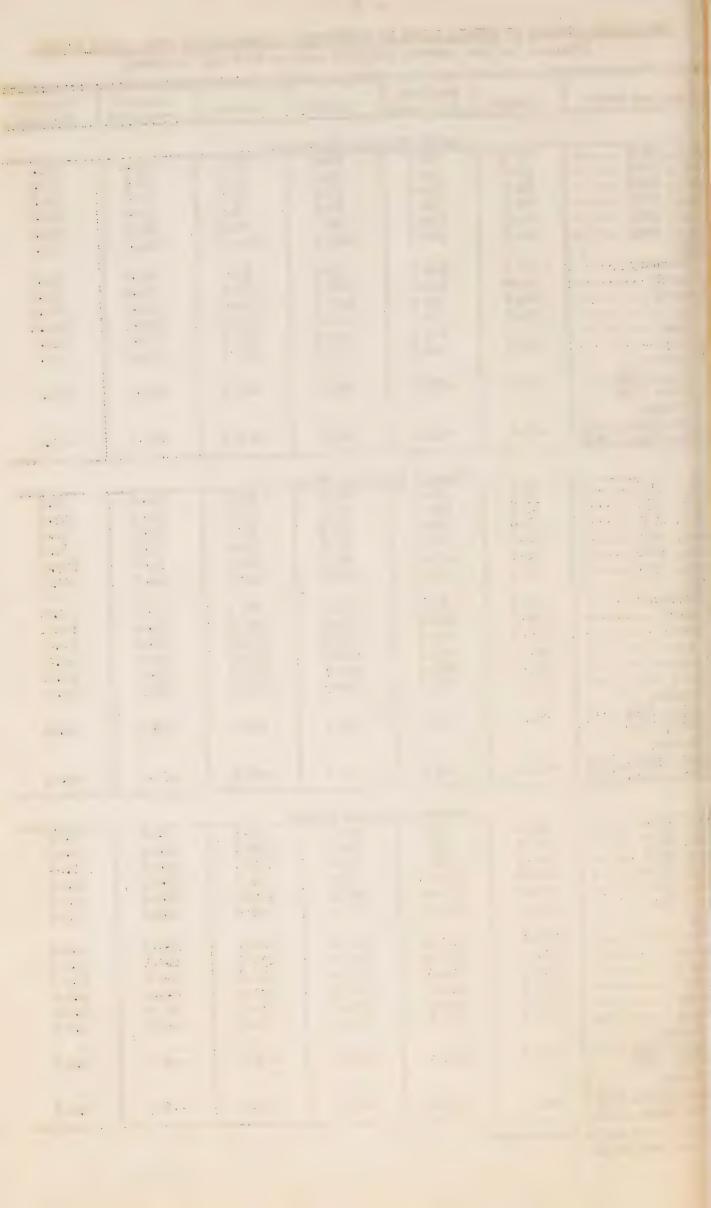
75	E	-	THE PARTY OF THE P				Trong .	7	-			
_1	hurn ture	ture	and Mears	Meats	Hardware	1	Hectrical	rical	Resta	estaurants	Variety	
	, C	a a	ų.	D	Caccompany and another control of the caccompany	Q		Ŋ	ft.	B	T.	В
	128.4	181.5	127.0	131-2	•	148.6	129.0	210.9	197.1	187.9	70	85.7
	88.0	124-4	115.6	118.5	122.5	123.9	89.9	147.0	167.3	159.5	40	85.1
.,,	73.4	103.8	108.1	109.5	ŝ	106,2	82.0	1.31,8	138.3	13104	OI.	82.4
	50.0	69.5	8.06	89.9	6	9.61	48.8	79.0	98.9	94.3	6	77.5
Ġ.	51.9	70.0	82.4	87.9	200	75.05	50.4	79.1	89.0	85.1	0	76.0
	62.6	82.3	81.2	86.3	ô	85.9	53.0	84.4	93.4	90.2	10	79.4
5 '	69.4	88.0	82.2	84.9	9	88-1	59.8	90.2	95.7	91.2	~	84.3
	78.2	99.2	90.1	91.3	C/I	91.3	76.8	96.6	106.0	1000.7	2	91.2
	94.0	116.5	0.901	101.1	C	105.9	88.1	110.8	107.8	101.4	0	104.0
	72.8	94-7	100.3	99.3	4	106.4	77.1	100.8	100.5	95.8	- 0 - 1-9e	101.5
	78.8	104.9	100.8	107.5	ကိ	109.7	84.0	309.8	96.2	92.0	00	200
m . spts	100.6	129.3	111.1	114.7	ه ا	108,0	106,1	133.4	106.0	10100	1 10	726.7
D	113.3	145.6	13341	136.4	5	133~6	138.0	173.5	125*2	100	151.6	15201
					ludagi Josep				the start is set.			
		c			,	,						
•	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	103.00	135.0	134.6
,		10		76	° c	÷ (mo	0 1		0	· ·	0
0	64	4	0		-1	·	° °	÷.		0	ė (-1
•		2 1	0 1		°°	* ·	9	+			n.	3
		145.3	2		å	ŝ	*	٩	40		ô	ŝ
					Abellysian se			0.001%	and to		P. V. Challes	
			رعرر	C			1	0	c	1	(1
	0 (•	° C	• VI I	•	0	0	9		0	0	77
	n.	~	•		•	ů	ċ	ô	m	° °	ů	53.
	o.	-1	4	9			ċ	20	•	÷	-	50
		-	Š	9	. *	4.	.0	ċ	8	8	~	57.
	4	6	9	و		70	- /	4.	0	200	0	20
	131.5	137.6	139.5	145-8	153.6	131.6	138.9	155.6	114.4	116.5	153.4	154.3
	·	٠	. ~	Ġ		~		, ~	٠ ١٥	0	, –	720
	}	\)							1	10

mentioned the second strain of the second

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100) (Figures for the current year are subject to final revision)

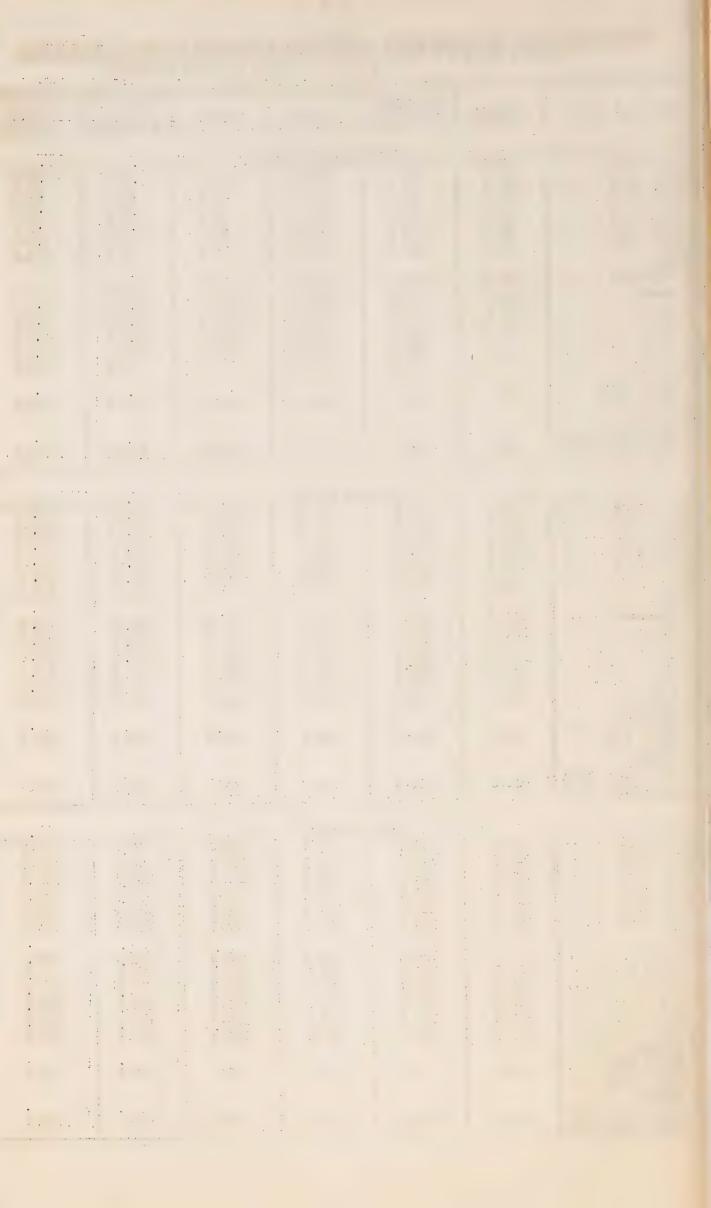
Military acress registratura e materiora y primor in primor in manche e e e e e e e e e e e e e e e e e e	TOTAL CONTRACTOR CONTR	o current y	ear are subj	ect to final	revision)	
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
		Non to Class	- 1- 1- 1- 1- 1- 1- 1- 1- 1- 1- 1- 1- 1-	/ \	210/211008	1 COLUMNIA
uly, 1936	i: 81.6		thing Stores			
uly, 1937	ž 1	92.9	88.6	77.9	73.1	84.0
uly, 1938	95.7	114.9	105.4	91.9	78.3	97.1
	82.7	92.9	88.0	79.3	77.2	84.8
uly, 1939 *****	79.7	96.5	84.5	73.7	76.0	88.7
uly, 1940	94.09	132.8	92.4	92.6	86.3	94.4
uly, 1941	111.7	164.6	113.5	102.7	106.5	115.7
941	and annual section of the section of				200.9	227-1
February	82.4	106.9	75-4	85.9	72.4	77•9
March	104.4	128.7	100.1	110.2	90.6	85.8
April	146.9	185.9	149.7	154.0	120.6	
May	135.5	174.7	142.8			106.4
June *******	137.5	173.9	3	133.5	122.7	110.4
July	111.7		142.9	136.1	125.8	115.2
Change,	77701	164.6	113.5	102.7	106.5	115.7
July, 1941 0000	+17.7	+23+9	+22 . 8	+10-9	+23.4	+22.6
July, 1940				1201/	,23.4	12240
Change,				,	1	•
Jan July, 1941	+22.8	±20 0	170 0	105.0		
Jan July, 1940	12200	+32 • 2	+19.2	+25.9	+19.5	+11.5
Section (Control of the Control of t	and management of the second second	· · · · · · · · · · · · · · · · · · ·	Canadan Annual Acada American Lan Ala Managar Alpha		The state of the s	
1		Women's Cl	othing Store			
uly, 1936	85.1	80.0	88-2	82.8	84.0	00 3
uly, 1937	93.8	100.9	3	1		92.1
uly, 1938	81.0		99.3	91.7	83.3	102.2
uly, 1939		89.6	83.3	78.1	80.5	86.2
	80.0	88.7	82 • 9	76.0	81.0	86+6
uly, 1940	96.0	11700	92.4	9405	93+0	109.4
uly, 1941	111.9	133.5	109.9	109.4	106.7	129.2
941						
February	79.9	94=0	80.6	80.3	72.8	80.3
March	114.8	126.6	103+0	116.6	111.4	139.1
April	169-9	200.9	173+3	175.2	145.6	156.5
Jay ********	142-1	193.2	147.8	137.7	129.5	
June	133-2	163.4	142.7	129.8		145.7
July *******	111.9	133.5			115.6	137.0
Change.	-110	20040	109.9	109+4	106.7	129.2
July, 1941	+1.6.6	+14.1	+18.9	+15.8	+14.7	+18.1
July, 1940						
Change,						*
JanJuly, 1941	+19.2	+25.1	+20.5	+21.6	+11.0	120 3
Jan July, 1940	The part of the second of the	16744	1200)	12140	471.0	+12-3
			t en liet, in plant, marrier a ser historia en come, comercia describa companyable condition de la companyable della com			THE THE SECTION OF THE PROPERTY OF THE PROPERT
Name and the content of the con		Grocery a	nd Meat Stor	es_		
aly, 1936	90.1	(g)	84.9	91.1	97.8	92.0
ily, 1937	106.0	(g)	96.1	106.4	122.4	114.6
uly, 1938	100-3	(g)	93.0	102+5	108.8	101.4
шу, 1939	100.8	111.6	94.3	98.5		
ily, 1940	111.1	120.6			113.0	104.6
aly, 1941 ascass		(100.2	109.1	128.4	123.7
	133.1	136.8	121.3	134.8	148.9	137.0
741	228					
February	117.0	117.1	117.4	120.7	104.3	116.0
March	134.7	129.6	137.7	139.3	118.5	131.0
April	132.2	124.3	135.0	135.8	119.6	131.8
May	146.8	141.0	144.1	150.6	144-4	146.4
June	139.5	132+3	141.4	136.1	147.0	146.4
July corrected	133.1	136-8	121.3	134.8	148.9	137.0
Change,	-55,2			23110	2700)	731.0
July, 1941		122				
July, 1940	+19-8	+13+4	+21.1	+23.6	+16.0	+10.8
	-			1		•
Change,						
Jano - July, 1941	+12-4	+11-2	+10.7	+15.1	+ 8.7	+10.8
-Jan - July, 1940!	er montale eriklisenoon olimi alkilis sulkanaaliselikkoisel.	in a second seco	TO STORY SPECIAL PROPERTY THOUGHT SERVER			
() 7 7 7 6	0					

⁽⁾ Includes men's furnishings.
() Not available.



UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100) (Figures for the current year are subject to final revision)

The state of the s	and the second of the second o		_			
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
		D	4			
July, 1936 scente	77 F A		tment Stores	THE RESIDENCE OF THE PARTY OF T		0/ 0
	75.4	86.8	66.3	74.2	73.9	86.9
July, 1937	81.9	99.1	76.6	79-3	77.8	96.1
July, 1938	74.0	80.7	69.7	70.3	73.5	88.6
July, 1939	75.0	85.1	73.2	70.9	74.0	86.5
July, 1940 *****	88.0	103.6	83.6	85.0	84.6	101.9
July, 1941	102.2	127.1	97.1	,		119.8
1941	102.5	75107	71.07	97.7	97.1	1174.0
	04.0	200 (- 4 0			
February	94.8	100.6	95.8	95.6	90-8	97.3
March coassesso	111.6	115.9	116.1	112.1	104.3	119.6
April	132.2	144+2	143.0	137.3	121.4	121.7
May norrosena	134.3	155.9	143.1	138,2	122.4	126.6
June	1.23.7	147.0	129.0		1	
				125.2	114.5	120.8
July createness	102 • 2	127.1	97.1	97•7	97.1	119.8
inange,						
July, 1941	+3.6.1	-100 17	176 7	174.0	1240	1777
July, 1940	13.00 1	+22.7	+16.1	+14.9	+14.8	+17.6
% Change,	-					•
Jans-July, 1941	+16.8	+25,7	+14-8	+17.6	+14.2	+16.5
Jane-July, 1940	्रे चित्रको द्वित्ताराज्ञी राजनित्रकाराज्ञीया । अधिकामा जोगाव्यक्तमः स्वरूपः अ वश्वमान्त्र कारमः	יני סואנפי וייייז אפי ירשיא שווינטיינ שויסיינטיינ יני סואנפי וייייז אפי ירשיא	TO STATE IN THE RESERVE STATE OF THE PARTY O			
L. S. B. D Indepted Section distribution that	रेस्ट्राट व्याप्त प्रतायकाच्याका व्याप्त कालव	CONTRACTOR TO SERVE BENEVALUE OF CASE STATE AND AND AND AND AND ADDRESS OF THE PERSON	ety Stores	decisioner minumorman carmati, saun musempalane		
July, 1936	91.3	94°C	89.2	89.9	95.5	96.0
July, 1937	110.2	114.6	114.3	108-8	105.3	107.6
July, 1938 *****	104-3	103.9	105.8	104-3	103.5	101.7
July, 1939	108.3	124-2	115-7	102.2	108.7	102.3
		4		4		
July, 1940 *****	125-8	159-1	128+5	118.6	129.9	114.7
July, 1941 000000	151.6	194.3	159 • 0	143.3	151.8	128.6
1941						
February ****	103.8	125.2	106.4	99.8	102.6	96.0
March occuposo	121.0	156.0	122 02	117.5	116.2	105.6
April on osses	143.4	184-1	149 42	137.6	140.0	117.7
-	159+8	200.5	181.1		144.9	118.1
May apenasoosee		•		151+4	1	
June	153.4	196,7	170.2	144.5	144.0	118.1
July navasoonse	151.6	194.3	159.0	143-3	151.8	128.6
% Change,						
July, 1941	100 5	100 7	102 77	+20.8	1760	+12.1
July, 1940	+20.5	+22.1	+23.7	T2U+0	+16.9	T12 • 1
		*	*	•		4
% Change,						
Jans-July, 1941	+21.8	+31.6	+22.8	+22.4	+16.1	+10.2
Jan - July , 1940	C	Res all the control of the control o	M. TO DESIGN WEREAUTHER CONTRACTORS IN THE			
and the same of th	Separativation (%) - Sep - 45 v. Sep - Alexandra Separation (%)		g Stores			
July, 1936 *****	94.4	95.9	90.5	97.0	90.7	95.2
July, 1937	103-7	110.6	101.3	106.7	94.9	105.2
July, 1938	100-8	101.3	97•3	101.9	100.8	101.9
July, 1939 *****	99.6	101.8	98.7	99.5	98.7	101.9
		1		109.8	103.3	111.1
July, 1940 000000	108.0	115.0	103.9			
-uly, 1941 000000	127.9	145.7	121.9	128.9	126.6	124-2
1941	22			-		
February woods	112.4	124.3	112.8	113.0	107-3	108.3
March passages	123.9	137.6	126,2	125.5	115.5	115.4
April	120.8	140.7	117.5	120.5	119.9	115.3
~	126.8	140.7	121.1	128.7	125.8	119.6
May personan		1				· ·
June antenna	122.8	133.7	118.7	125.6	120.2	112.6
July ********	127.9	145.7	121.9	128.9	126.6	124-2
% Change,						
July, 1941		10/ 7	137 3	177 /	122 6	422 9
	+18.4	+26.7	+17-3	+17.4	+22.6	+11.8
July, 1940						
% Change,						
JanJuly, 1941	+15.8	+23 - 8	+11.7	+17.4	+14.4	+12.0
Jan July, 1940		Language and Application and A				
The state of the s	Andrew Andrew World & Bloom States					



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

JULY, 1940 AND JULY, 1941

(Based on sales of 18 firms)

		July 1940	Ju ly 1941	% Change 1941/1940
	TOTAL SALES	15,440,411	\$ 18,034,159	+ 16.8
		17,440,411	10,034,127	+ 10.0
1.	Women's dresses, coats and suits	1,317,582	1,411,017	+ 7.1
2	Girls' and infants' wear	402,584	501,427	+ 24.6
3	Hosiery and gloves	585,444	629,384	+ 7.5
4.	Lingerie and corsets	775,666	916,880	+ 18.2
5	Millinery ****; *******************************	112,845	123,382	+ 9.3
6.	Women's and children's apparel (Total, 1-5)	3,194,121	3,582,090	+ 12.1
7	Men's and boys' clothing and furnishings	1,577,770	1,754,364	+ 11.2
84	Drugs and toilet articles and preparations	505,001	585,902	+ 16.0
9.	Piece goods	1,182,619	1,385,962	+ 17.2
10	Smallwares	494,882	561,521	+ 13.5
11.	Food and kindred products	1,610,606	1,864,728	+ 15.8
12.	Furniture (including mattresses and springs)	1,086,611	1,283,609	+ 18.1
13.	Home furnishings	1,169,242	1,398,471	+ 19•6
14	Household appliances and electrical supplies	497,667	633,039	+ 27•2
15.	Hardware and kitchen utensils	667,985	854,987	+ 28.0
16	Radios, musical instruments and supplies	186,845	225,407	+ 20•6
17.	Shoes and other footwear	1,100,962	1,215,558	+ 10•4
18.	Stationery, books and magazines	176,556	207,288	+ 17 • 4
19.	All other departments, total	1,989,544	2,481,233	+ 24.7

A Marie Committee of the Committee of th

be sometime of the second			and the second s
			A first section of the contract of the contrac
•			e de la marchia de la companya de l
	,.	. 1	
			Constitution Control C
		,	
			CARREST CONTROL OF THE SECOND CONTROL OF THE
			**
		* *	
н		Act of the second	
•			
		1 2	
. •			
			· · · · · · · · · · · · · · · · · · ·
,	,		and the second of the second o
•			
			en e
4			
	San Living The		
1			Consider the the the control of a second burstening that the
****		er de gele bliger E	
,	r. v i i r	· , ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ;	for the company of the second
, 4	Mark Commence		
7 4 1		i i salaha	
* 15	**************************************	1	
	Contraction of	e de la companya de l	
. jie n	S. C. Warring	· ·	
/ ^ .	t very very service of		ing the second product of the second of the
	t programme	1	
	Reminden		
* ***			:
		1	
	,		

OVT PUBNS

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

No. 8

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

AUGUST 1941

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

1941

Price \$1 a year

Single copies 10 cents

TABLE OF CONTENTS

			Page
1.	Summ	ary of Retail Sales in Canada, August, 1941	1
2.	Comp	arisons of Retail Sales in Canada for August, 1941, with Sales in Related Months, by Kind of Business	3
3•	Inde	x Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a)	General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	4
	(b)	Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores	5
4.	Inde	x Numbers of Retail Sales in Canada by Economic Divisions	
	(a)	Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	6
	(b)	Department Stores, Variety Stores and Drug Stores	7
5•	Depa	rtment Store Sales in Canada, by Selected Departments, August, 1940 and August, 1941	8

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, AUGUST, 1941 (1935 - 1939 = 100)

Retail sales in Canada for August as measured by the dollar volume of business transacted were up 10 per cent from July and were 18 per cent higher than in August a year ago. This represents the average experience as revealed in the general index of retail sales computed from sales figures reported by department stores and by specialty stores in eleven lines of business. The general index, on the base 1935 - 1939 equals 100, stands at 134.0 for August, 1941, 122.3 for July and at 113.2 for August, 1940.

The 18 per cent increase over August a year ago compares with a 19 per cent increase in July of this year compared with last but was slightly greater than the gains recorded in earlier months, sales for the first eight months of the current year standing 16 per cent above the corresponding period of 1940. The 10 per cent increase over July was in excess of the usual seasonal movement for this time of year as measured by the average experience of the past twelve years with the result that the general index, when adjusted for differences in number of business days and for normal seasonal movements advanced from 134.7 for July to 146.4 for August.

The seasonally adjusted index had been maintained at the July level for some time, adjusted indexes for previous months standing at 134.3 for June, 134.5 for May and 135.2 for April. The marked increase in the August index should not be interpreted as meaning a pronounced upward movement in the underlying trend in consumer purchasing. A similar erratic movement in the adjusted index was noted in the results for August a year ago with September witnessing a return to more normal levels. The increase in the seasonally adjusted indexes for August of both this year and last represents rather a shift in the seasonal distribution of retail trade with a greater proportion of the annual business being transacted in the holiday month than was the case in peacetime years.

All lines of business for which figures are available registered increases in the August comparison. Women's clothing store sales were up 26 per cent in August of this year compared with last while men's clothing store sales gained 18 per cent. The Bureau's retail price index for clothing advanced 6 per cent during the same period. While indexes of sales and prices are not strictly comparable it is apparent that most of the increase in dollar sales for clothing stores represents increases in the quantity of goods sold.

Grocery and meat stores did 17 per cent more dollar business this August than last. On making allowance for differences in the number of business days (there was one additional business day last year) the gain is increased to 21 per cent. Food prices, as indicated by the Bureau's retail food prices index advanced 15 per cent during the same interval indicating that in this instance the price movement was largely accountable for the augmented dollar volume.

Increases over August, 1940 for other lines of business included in the survey are as follows: candy stores, 24 per cent; radio and electrical stores, 23 per cent; department stores, 20 per cent; hardware stores, 20 per cent; restaurants, 19 per cent; variety stores, 18 per cent; shoe stores, 17 per cent; jewellery stores, 16 per cent; drug stores, 14 per cent and furniture stores, 11 per cent.

the contract of the second

and the second of the second the second of the

and the second s

Sales of 17 departmental firms which reported a breakdown of sales 7 departments averaged 21 per cent higher in August this year over last. Increases or departments dealing in durable goods were generally higher than those recorded for their departments, although sales of women's clothing were sharply higher due chiefly the heavy demand for hosiery. Sales of household appliances and electrical supplies ivanced 32 per cent, hardware sales gained 28 per cent, sales of home furnishings are up 24 per cent, while identical gains of 20 per cent were recorded for the urniture and for the radio and musical instrument departments. Women's clothing ales gained 27 per cent, men's clothing increased 18 per cent, with sales of footwear howing a rise of 12 per cent over August, 1940. Food sales in department stores are up 17 per cent and drugs advanced 16 per cent.

Results on a regional basis for August show a variation from those or earlier months, Quebec province replacing the Maritimes in point of view of sales nereases. Quebec increases over August, 1940 exceeded those for other regions of he country for four of the six lines of business for which figures on a regional asis are available. These four lines of business are: men's clothing stores, omen's clothing stores, grocery and meat stores and variety stores.

With the exception of British Columbia, sales of drug stores increased uniformly across the country over August a year ago. Drug store sales for the country as a whole were up 14 per cent over August, 1940 while increases for the various economic divisions stood at 14 per cent for the Maritime Provinces, 15 per cent for Quebec, 15 per cent for Ontario, 15 per cent for the Prairie Provinces and 7 per cent for British Columbia.

The Maritime Provinces continue to lead in point of view of increases in the department store field. Regional increases for department stores over August, 1940 were 28 per cent for the Maritime Provinces, 24 per cent for Quebec, 22 per cent for Ontario, 19 per cent for the Prairie Provinces and 13 per cent for 3ritish Columbia.

Comparison of Retail Sales in Canada, for 1940 and 1941, by Kinds of Business

Kind of Business		August, 1941 er cent comp	1	Cumulative Indexes
	August 1930	August 1940	July 1941	JanAug., 1941 JanAug., 1940
Heneral Index	+ 16.5	+ 18.4	+ 9.6	.+ 16.1
soot and Shoe Stores	- 6.7	+ 16.5	- 0.7	+ 18.7
andy Stores	- 27.4	+ 23.8	+ 29.5	+ 18.2
fen's Clothing Stores	+ 21.7	+ 17.9	+ 2.7	+ 22.2
Vomen's Clothing Stores	+ 6.1	+ 25.6	+ 8.6	+ 19.8
Department Stores	+ 11.6	+ 20.4	+ 17.6	+ 17.2
)rug Stores	+ 10.9	+ 14.3	+ 3.1	+ 15.5
Furniture Stores	+ 23.1	+ 10.8	+ 20.3	+ 14.6
Grocery and Meat Stores	+ 27.6	+ 17.1	+ 9.6	+ 12.9
Hardware Stores	+ 15.9	+ 19.5	+ 1.0	+ 17.8
Radio and Electrical Stores .	+ 19.4	+ 22.5	- 1.1	+ 17.0
Restaurants	- 21.3	+ 18.8	+ 7.9	+ 16.0
Variety Stores	+ 80.8	+ 18.1	+ 4.8	+ 21.4
	The state of the s			

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores August, 1940 and August, 1941

Region	Sales in a compared with Sa	August, 1941 ales in August, 1940
10830	Boot and Shoe Stores	Jewellery Stores
CANADA	+ 16.5	+ 15.9
Maritime Provinces	+ 16.3	+ 11.1
Quebec	+ 20.2	+ 14.5
Ontario	+ 17.1	+ 20.3
Prairie Provinces	+ 13.5	+ 4.9
British Columbia	+ 6.0	+ 19.3

*.

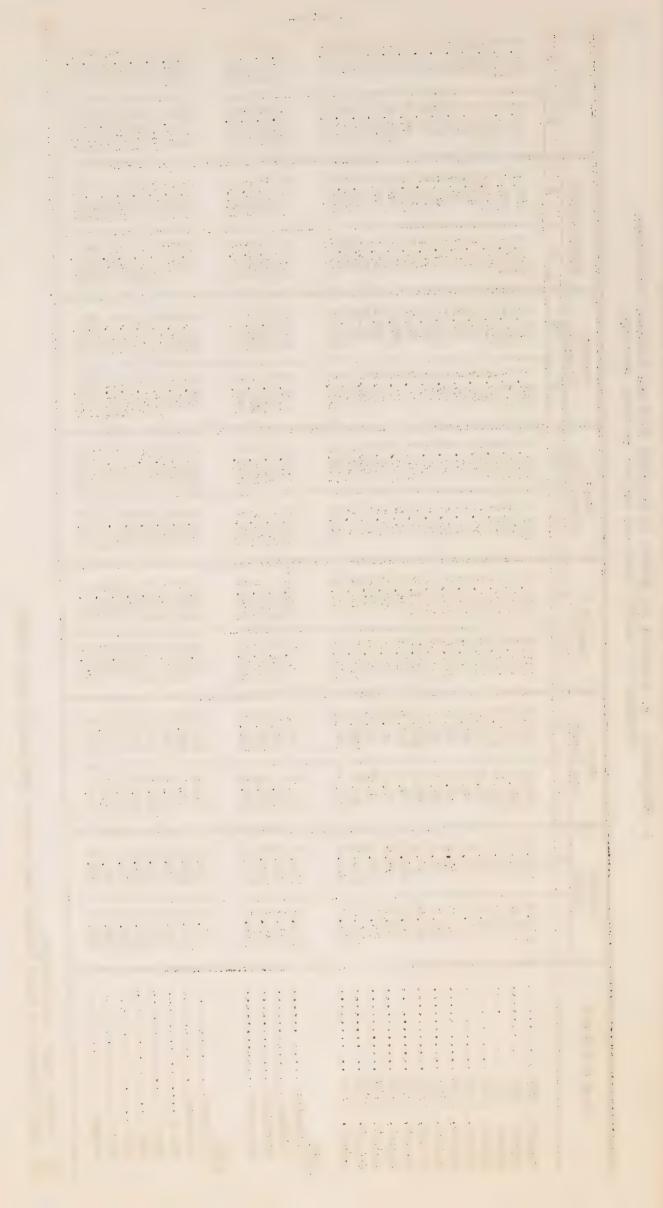
egies (B) egis

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

Drugs	B	127.0	118.5	106.6	93.6	84.3	87.8	90.2	94.5	106.1	102.9	7.66	112.8	131.4		אורר	119.5	115.5	131.6		ר יוטר	101.	104.0	167.0	1000	120.7	122.4	150.9	+.TCT
Dr	A	130.0	119.0	106.1	92.8	84.1	87.9	7.26	0.46	103.2	102.0	99.5	715.5	132.0		x 011	124.1	116.9	161.9		0 211	110.6	102.04	3000	106.8	100.00	TKK.O	128.0	175.0
Departmental	A	147.1	130.7	111,1	88.9	88.9	91.6	4.26	100.2	104.6	97.2	95.7	116.6	145.8		7 711	120.9	128.5	132.2		7 201	1000	1.05.	122 1	4000	7.671	122.1	1,50 2,00 2,00 1,00 1,00 1,00 1,00 1,00 1,0	0.7+1
Depart	A	125.9	107.7	91.2	74.4	7.47	77.2	19.1	82.3	94.6	81.3	80.4	8.66	120.2	- Annie Control of the Control of th	ר קרנ	141.1	150.9	210.2		ר צט	100	א ונו	120 0	12/2 2	704.7	142.	100.20	1.0.1
Women's Clothing	EA	162,9	141.2	114.0	89.5	87.8	100.7	95.9	98.4	104.0	98.9	95.3	125.8	162.6		7 201	120.3	124.9	133.0		א רסר	1×7×1	10-17-1 10-17-1	125.	すっ つれに	ב אטר	1.62.	1,52.1	2
Wom	A	135.0	113.7	4.06	4.69	68.6	79.6	79.5	71.9	72.0	70.6	68.6	0.96	120.6		0 411	148.6	146.8	193.6		288	1.02	700	160 0	100.0	0 22	אינינין	120.6	
Men(s Clothing(c)	В	169.9	127.2	103.2	79.4	80.1	87.3	4.86	101.3	110.0	96.8	95.5	122.4	148.4		1.911	115.9	120.1	125.6		ע וכו	130 5	1300	ע צער	0 7 1	וסילור	とうかい ファレ	1700.2	
Mer	A	129.7	94.3	75.4	26.7	57.6	63.5	70.5	77.2	79.4	72.1	71.7	4.76	114.8		107.3	145.5	160.3	199.7		0.10	2 000	4 401	146 0	125.7	7.77	10.55	114.8	
r(h)	В	221.2	178.7	142.1	107.2	100.8	100.7	101.1	103.3	93.6	9.06	89.0	110.8	141.2		109.6	114.0	120.5	124.0		9717	13/4 7	0 40-	100 6	124 4	1000	101	141.2	
Candy	A	231.8	181.8	143.5	105.9	6.66	100.6	101.6	10001	86.0	82.2	81.0	106.6	132.0		8.96	109.5	105.1	226.5		86.0	124.0	700	171.5	130.3	80 %	200	132.0	
Shoes	В	160.8	135.5	117.5	0.66	91.8	9.96	99.1	100.3	104.3	91.5	96.5	122.7	147.2		0.86	104.4	130.4	107.0		774.0	7 7 7 6	140.6	128.3	121.9	117.9	α οιι	147.2	
Boots and Sho	A	149.2	122.1	103.4	81.9	74.1	77.5	83.3	80.8	78.8	71.0	71.9	97.8	113.9		113.2	113.7	128.6	146.8		80.0	67.0	000	148.8	142.8	155.5	12.7	113.9	
ral	В	143.8	125.3	108.0	88.5	85.8	89.2	91.1	97.2	103.8	4.86	102.9	119.8	146.4		116.5	120.1	123.0	130.9		124.5	130.5	129.3	135.2	134.5	134.3	7 42 7	146.4	
General Index	A	135.6	115.0	98.3	79.8	77.8	81.6	7.98	7.22	90.8	88	93.5	113.2	134.0		113.9	131.9	135.7	174.1	en-realitations	102.3	101.5	119.2	135.7	143.0	133.9	2001	134.0	
Year and Month		August, 1929	August, 1930			August, 1933	August, 1934			_	_	August, 1939	August, 1940	August, 1941	0461	September	October	November	December	1941	January	February	March	April	May	June	July	August	

(c) Includes men's furnishings. (h) Candy indexes are based largely upon returns from retail candy chains.



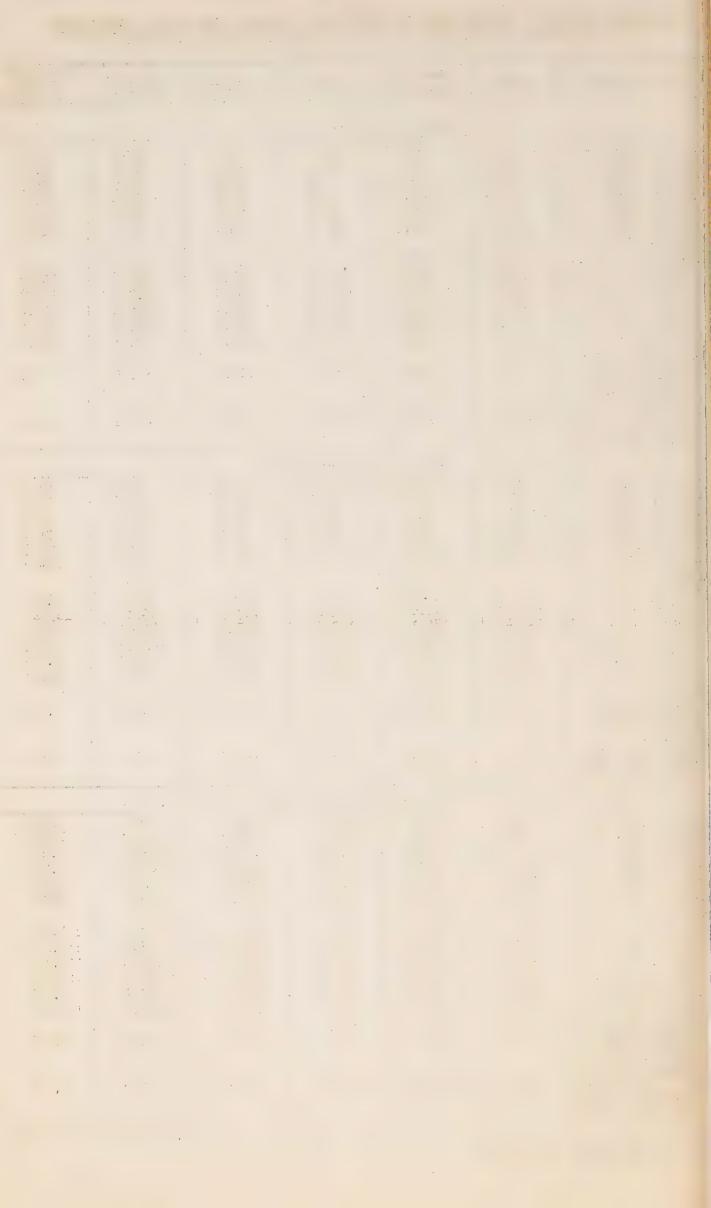
A. Unadjusted. B. Adjusted for Number of Pusiness Days and Seasonal Variations. (Figures for current year are subject to final revision)

	tu.n.f	Furniture	eroce	Groceries and Meats	Hard	Hardware	Radio	Radio and Electrical	Resta	Restaurants	Var	Variety
	А	B	A	В	A	В	A	В	A	В	A	В
	promiser -	1, 200	aller reservois.	A-Time Court Asset	and the second		Math. B. L.				,	
1929	169.7	182.4	128.7	127.0	150.4	137.9	172.8	217	205.5	187.9	24.5	94.2
1930	120.7	125.3	114.0	115.8	130.1	123.9	111.4	145.8	171.3	158.7	88.2	90.5
	90.8	100.9	100.5	104.0	108.7	103.5	99.0	127.8	138.0	128.2	84.2	86.7
	61.8	6.49	86.5	93.3	81.7	74.9	63.4	78.8	100.8	93.4	72.4	77.1
1044	72.4	70.6	84.2	8,68	76.7	70.3	60.3	74.9	91.7	84.9	70.8	75.1
401	86.7	85.0	83.6	87.8	91.8	84.2	68.3	84.9	99.2	91.6	75.4	79.7
7075	95.7	89.5	7.06	89.5	96.3	88.3	73.0	7.06	102.7	93.9	84.8	84.5
August 1936	99.8	96.5	91.2	4.46	101.5	7.96	75.4	0.96	108.9	101.2	89.5	92.2
1937	110.7	109.5	90.8	100.7	111.8	106.5	87.8	111.8	111.0	104.1	95.6	101.4
1938	93.6	4.06	90.9	98.1	118.4	108.6	84.8	104.0	105.9	98.1	92.7	98.8
1939	103.0	99.5	104.8	111.8	122.7	112.5	88.9	109.0	101.7		100.4	106.6
1940	125.2	118.3	124.2	122.6	126.2	115.7	108.6	133.2	113.5	105.8	135.0	134.6
	138.7	135.5	145.5	147.8	150.8	143.6	133.0	169.4	134.8		159.5	163.7
	- Consideration - T											
17940	-		((()	1 2 2	()	(' ' '		t c	L	1
	124.0	111.8	108.9	116.2	150.2	115.3	155.9	119.6	111.0	108.7	125.5	15/.9
0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	122.2	115.4	120.0	120.0	141.0	120.0	140.7	4.071	100.0	110.4	140.0	141.
December	165.9	112.1	120.1	1100. C 00.	0.021	0.02T	140.2	165.0	10y.r.	2,011	0.770	142.0
0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	707	1+7.0	1000	TEOPT	7.0.4	T)0.0	+.+22	107.7	2.	114.7	7.0.7	T+0.0
1941												
January	83.1	124.6	118.0	122.0	82.2	134.3	115.3	143.1	109.3	115.0	6.96	151.4
February	103.6	132.8	117.0	127.3	7.77	142.4	110.4	148.5	103.2	116.9	103.8	153.6
	112.7	131.3	134.7	126.9	97.9	137.2	120.3	145.6	117.0	118.8	121.0	150.9
April	137.9	127.4	132.2	136.5	137.5	134.9	146.3	160.5	118.2	118.7	143.4	157.0
	174.3	139.1	146.8	141.4	169.0	125.6	167.4	144.0	119.2	115.6	159.8	159.7
	131.5	137.6	139.5	145.8	153.6	131.6	138.9	155.6	114.4	116.5	154.0	154.8
July	115.3	148.1	132.7	135.9	149.3	133.1	134.5	169.1	124.9	119.1	152.2	152.7
	138.7	135.5	145.5	147.8	150.8	143.6	133.0	169.4	134.8	124.8	159.5	163.7
											ar are do	

1 .

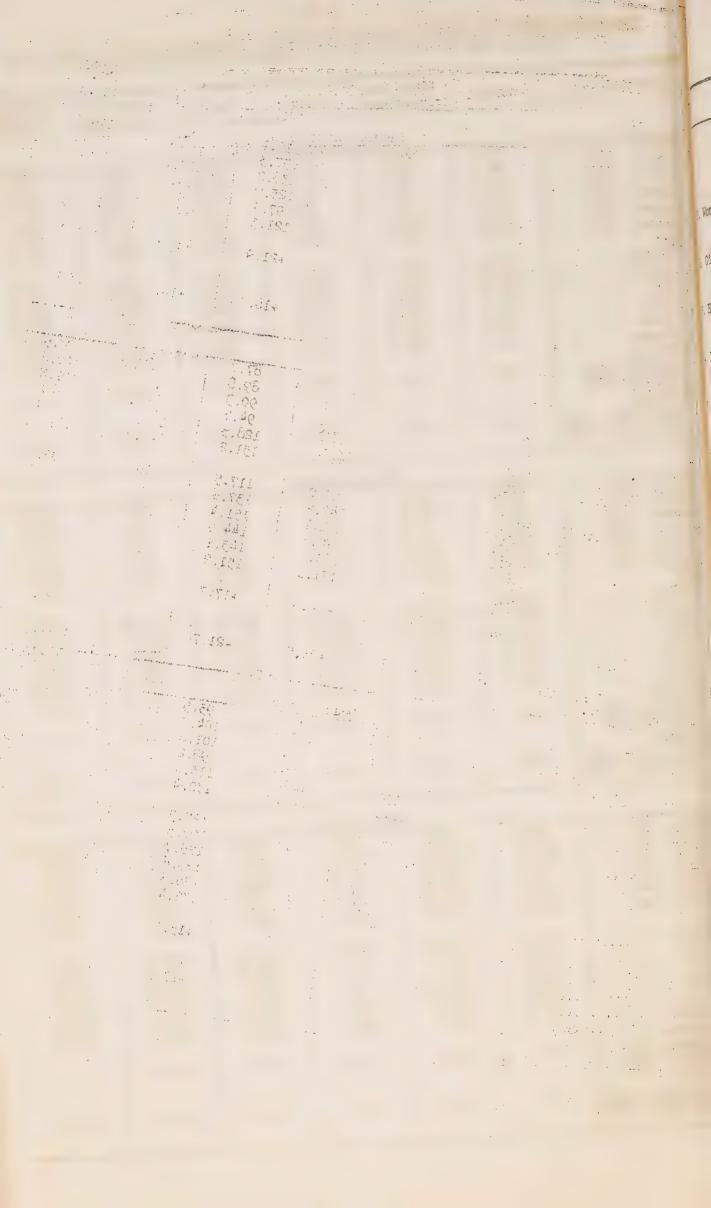
The state of the s	no a salarata a albert a langua and angles and angles and angles and		The state of the s			
Your and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
AND THE REAL PROPERTY AND THE PROPERTY A	and the state of t	Menºs Clot	thing Stores	(c)		
August, 1936 August, 1937 August, 1938 August, 1939 August, 1940 August, 1941 1941	77.2 79.4 72.1 71.7 97.4 114.8	86,7 91.4 82.6 86.9 133.3 155.7	79.7 84.1 74.6 73.2 92.7 120.8	73.5 75.9 68.2 67.2 94.8 109.7	69.9 63.8 65.9 65.0 86.0 94.1	92.1 97.8 86.5 88.7 111.1 119.9
March	104.4 146.9 135.5 137.5 111.8 114.8	128.7 185.9 174.7 173.9 164.6 155.7	100.1 149.7 142.8 142.9 114.6 120.8	110.2 154.0 133.5 136.1 102.4 109.7	90.6 120.6 122.7 125.8 106.4 94.1	85.8 106.4 110.4 115.2 115.6 119.9
August, 1941 August, 1940	+17.9	+16.8	+30.3	+15.7	+ 9.4	+ 7.9
% Change, JanAug., 1941 JanAug., 1940	+22.2	+30.0	4 20.6	+24.6	+18.2	+11.0
		Woman a C	Mothing Sto	res		
August, 1936	71.5	75.4	74.6	70.0	65.8	81.7
August, 1937 August, 1938 August, 1939 August, 1940	72.0 70.6 68.6 96.0	82.8 86.5 85.6 126.1	73.7 69.4 64.3 85.4	68.5 66.3 65.0 95.7	65.8 69.2 73.2 92.4	90.2 91.6 84.6 120.3
August, 1941 1941 March	120.6 114.8	158.0 126.6	119.3	121.7	105.9	139.1
April	169.9 142.1 133.2 111.0 120.6	200.9 193.2 163.4 133.5 158.0	173.3 147.8 142.7 108.0 119.3	175.2 137.7 129.8 108.9 121.7	145.6 129.5 115.6 105.6 105.9	156.5 145.7 137.0 129.8 124.1
M Change, August, 1941 August, 1940 Change,	+25.6	+25.3	+39.7	+27.2	+14.6	+ 3.2
JanAug., 1941 JanAug., 1940	+19.8	+25.1	+22.4	+22.2	+11.3	+11.1
		Grocery a	and Meat Sto	res		
August, 1936 August, 1937 August, 1938 August, 1959 August, 19h0 August, 1941	91.2 90.8 90.9 104.8 124.2 145.5	(g) (g) (g) 110.8 131.3 150.8	82.1 81.0 84.2 94.8 109.6 131.1	92.4 88.5 91.1 100.9 121.9 145.8	104.7 111.3 101.4 129.3 150.9 167.5	97.2 106.8 98.7 115.8 139.6 156.2
1941 Morch April May June July August	134.7 132.2 146.8 139.5 132.7 145.5	129.6 124.3 141.0 132.3 137.8 150.8	137.7 135.0 144.1 141.4 121.3	139.3 135.8 150.6 135.7 133.7 145.8	118.5 119.6 144.4 147.0 148.4 167.5	131.0 131.8 146.4 146.2 137.4 156.2
% Change, August, 1941 August, 1940	+17.1	+14.9	+19.6	+19.6	+11.0	+11.9
% Change, -Aug., 1941 JanAug., 1940	+12.9	+11.8	+11.7	+15.5	+ 9.0	+11.0

⁽c) Includes men's furnishings. (g) Not available.



UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
		_				
1	90.7		rtment Stores			
August, 1936	82.3	83.9	78.7	80.6	80.7	94.6
August, 1937	84.6	92.3	82.8	81.5	79.7	103.3
August, 1938	81.3	82.3	83.0	78.0	78.2	97.1
August, 1939	80.4	84.1	79.9	77.6	77.9	93.5
August, 1940	99.8	109.4	97.2	99.5	89.7	121.5
August, 1941	120.2	139.5	120.0	121.3	106.4	137.5
1941						-2102
March	111.6	115.9	116.1	112.1	104.3	119.6
April	132.2	144.2	143.0	137.3	121.4	121.7
May	134.3	155.9	143.1	138.2	122,4	126.6
June	123.7	147.0	129.0	125.2	114.5	120.8
July	102.2	127.5	97.4	97.9	97.1	119.1
August	120.2	139.5	120.0	121,3	106.4	137.5
% Change,	20,2	+22.2	120.0	161,7	100.4	171.7
August, 1941	+20.4	+27.5	+23.5	+21.9	+18.6	+13.2
August, 1940	120.4	7-1.0	TCJ. J	451.7	+10.0	+13.2
% Change,						
	137.0	+26.0	.35.0	. 20 0		
JanAug., 1941	+17.2	+20.0	+15.9	+18.2	+14.7	+15.9
JanAug., 1940						
		77	4 - 4 04	***		
August, 1936	89.5	95.1	88.0	077	20.0	00.0
				87.7	89.0	98.9
August, 1937	92.6	100.0	95.5	89.8	86.2	100.8
August, 1938	92.7	97.6	95.3	90.3	9 7.0	101.8
August, 1939	100.4	118.4	104.0	94.7	97.7	106.2
August, 1940	135.0	174.0	137.7	128.5	130.1	127.1
August, 1941	159.5	208.0	171.8	151.2	141.6	141.2
1941						
March	121.0	156.0	122.2	117.5	116.2	105.6
April	143.4	184.1	149.2	137.6	140.0	117.7
May	159.8	200.5	181.1	151.4	144.9	118.1
June	154.0	196.7	172.3	144.5	144.0	118.1
July	152.2	196.2	160.7	143.1	152.0	128.6
August	159.5	208.0	171.8	151.2	141.6	141.2
% Change,	+///	200.0	111.0	1)1.2	141.0	TATIC
August, 1941	+18.1	+19.5	+24.8	+17.7	+ 8.8	+11,1
August, 1941 August, 1940	+10.1	+17.7	+24.0	+T[*]	+ 0.0	+11,1
% Change,						
	.03 1	.00 0	.07 5	.01.7		. 20 h
JanAug., 1941	+21.4	+29.8	+23.5	+21.7	+15.1	+10.4
JanAug., 1940						
	•				- 1 - W	
Averat 2070			rug Stores	07 5	OL O	06.0
August, 1936	94.0	99.4	91.9	93.5	94.2	96.8
August, 1937	103.2	109.7	102.5	104.7	97.7	102.2
August, 1938	102.0	104.4	100.0	101.8	103.6	102.4
August, 1939	99.5	106.0	99.5	98.2	97.8	105.4
August, 1940	115.5	130.3	110.0	115.0	115.5	119.1
August, 1941	132.0	148.6	126.0	132.4	132.6	127.5
1941						
March	123.9	137.6	126.2	125.5	115.5	115.4
April	120.8	140.7	117.5	120.5	119.9	115.3
May	126.8	140.7	121.1	128.7	125.8	119.6
June	122.8	133.7	118.7	125.6	120.2	112.6
July	128.0	145.5	122.2	128.8	126.6	124.9
August	132.0	148.6	126.0	132.4	132.6	127.5
6 Change,						
August, 1941	+14.3	+14.0	+14.5	+15.1	+14.8	+ 7.1
August, 1940	T14.)	117.0	1211)		. 21.0	, , , , ,
Change,	4					
	175 5	+22.4	.10 1	1373	+14.5	122 1
Jan Aug., 1941	+15.5	+22.4	+12.1	+17.1	+14.7	+11.4
JanAug., 1940	1					



- 8 -

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

AUGUST, 1940 AND AUGUST, 1941

(Based on sales of 17 firms)

-		August	August 1941	% Change, 1941/1940
		\$	\$. 63. 6
	TOTAL SALES	17,478,172	21,191,015	+ 21.2
1.	Women's dresses, coats and suits	1,528,528	1,801,415	+ 17.9
2.	Girls' and infants' wear	502,544	640,050	+ 27.4
3.	Hosiery and gloves	649,241	1,088,351	+ 67.6
4.	Lingerie and corsets	699,978	808,521	+ 15.5
5.	Millinery	207,894	222,747	+ 7.1
6.	Women's and children's apparel (Total, 1-5)	3,588,185	4,561,084	+ 27.1
7.	Men's and boys! clothing and furnishings	1,613,130	1,895,740	+ 17.5
8.	Drugs and toilet articles and preparations	522,846	604,933	+ 15.7
9.	Piece goods	1,468,539	1,789,204	+ 21.8
10.	Smallwares	576,862	666,520	+ 15.5
11.	Food and kindred products	1,613,774	1,892,330	+ 17.3
12.	Furniture (including mattresses and springs)	1,624,956	1,954,558	+ 20.3
13.	Home furnishings	1,405,488	1,746,314	+ 24.2
14.	Household appliances and electrical supplies	569,313	750,681	+ 31.9
15.	Hardware and kitchen utensils	691,150	886,006	+ 28.2
16.	Radios, musical instruments and supplies	231,353	277,537	+ 20.0
17.	Shoes and other footwear	1,176,257	1,312,187	+ 11.6
18	Stationery, books and magazines	233,276	275,441	+ 18.1
19	All other departments, total	2,163,043	2,578,480	+ 19.2

. the second of th SOVT PULNS

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

No. 9

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

SEPTEMBER 1941

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

1941

Price \$1 a year

Single copies 10 cents

TABLE OF CONTENTS

		Page
1.	Summary of Retail Sales in Canada, September, 1941	1
2.	Comparisons of Retail Sales in Canada for September, 1941, with Sales in Related Months, by Kind of Business	3
3.	Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	4
	(b) Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores. Restaurants and Variety Stores	5
4.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores, and Grocery and Meat Stores	6
	(b) Department Stores, Variety Stores and Drug Stores	7
5.	Department Store Sales in Canada, by Selected Departments, September, 1940 and September, 1941	8

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A.C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SILES, SEPTEMBER, 1941 (1935 - 1939 = 100)

September sales of retail trading establishments in Canada were up 3 per cent from August and were 21 per cent higher than in September a year ago. The 21 per cent increase over September, 1940 compares with increases of 18 per cent and 19 per cent for the two preceding months and was also greater than the spread between this year and last recorded during the first half of the year, cumulative figures for the first nine months of 1941 standing 17 per cent above the corresponding period of 1940. Indexes of sales unadjusted for seasonal variations and on the base, 1935 - 1939 equals 100, stand at 137.4 for September, 1941, 134.1 for August and 113.9 for September, 1940.

On making adjustments for differences in number of business days and for normal seasonal movements, the adjusted index stands at 136.6 for September, compared with 146.5 for August, 134.9 for July and 134.3 for June. The August peak in the adjusted indexes is indicative of a shift in the seasonal distribution of retail trade, a greater proportion of the annual business of the country being transacted in that month than was the case in earlier years. This shift is noticeable in most of the lines of retail business for which figures are available and is outstanding in the case of the grocery, hardware, clothing and footwear trades.

Major increases over September, 1940 were recorded for all lines of business, percentage changes in sales ranging from 13 per cent for furniture stores to 25 per cent for jewellery stores. Department stores transacted 22 per cent more business in September of this year than last, results on a regional basis indicating increases of 31 per cent for the Maritime Provinces, 21 per cent for Quebec, 18 per cent for Ontario, 23 per cent for the Prairio Provinces and 28 per cent for British Columbia. Department store sales for the first 9 months of the current year stand 18 per cent above the corresponding period of 1940 with increases for the various territorial regions standing at 26 per cent for the Maritime Provinces, 17 per cent for Quebec, 18 per cent for Ontario, 16 per cent for the Prairie Provinces and 18 per cent for British Columbia.

Variety store sales declined by 4 per cent from August but were 22 per cent higher than in September of 1940,, while sales for the year to date stand 21 per cent above the first nine ments a year ago. Percentage increases between September of this year and last for each of the five conomic divisions of the country, with increases for the year to date in brackets, are as follows: Maritime Provinces, 26 per cent (29 per cent); Quebec, 27 per cent (24 per cent); Ontario, 20 per cent (21 per cent); Prairie Provinces, 16 per cent (15 per cent) and British Columbia, 14 per cent (11 per cent).

Drug store sales averaged 17 per cent higher in September, 1941 than 1940, while figures for the first nine menths of the current year stand 16 per cent above the corresponding period of last year. On making allowance for normal seasonal movements, the seasonally adjusted index for September stands at 131.2, practically unchanged from the immediately preceding menths. Figures on a regional basis show the Maritime Provinces leading in point of view of increased business, both for the menth of September and also for the year to date. Percentage increases in sales between September of this

en de la companya de la co

year and last for each of the economic divisions of the country with corresponding ratios for the first nine months of this year over last are as follows: Maritime Provinces, 24 per cent (23 per cent); Quebec, 20 per cent (13 per cent); Ontario, 17 per cent (17 per cent); Prairie Provinces, 14 per cent (14 per cent); British Columbia, 10 per cent (11 per cent).

Sales of stores specializing in men's clothing or furnishings gained 13 per cent between August and September, the September figure standing 20 per cent above the corresponding month of 1940, while cumulative figures for the first nine months of the current year ranged 22 per cent above the corresponding period a year ago. The September increase was greatest in Quebec, while the Maritime Provinces stand highest for the year to date. Percentage increases in sales between September of this year and last for the various regions of the country with results for the nine month period in brackets are as follows: Maritime Provinces, 19 per cent (29 per cent); Quebec, 26 per cent (21 per cent); Ontario, 16 per cent (23 per cent); Prairie Provinces, 24 per cent (19 per cent) and British Columbia, 18 per cent (12 per cent).

Women's clothing store sales gained 13 per cent between August and September and averaged 18 per cent above the level of September, 1940, while sales for the year to date stand 19 per cent above the first nine months of last year. The results for women's clothing stores were similar to those for stores specializing in men's clothing in that Quebec registered the greatest increase in the September comparison, while the Maritime Provinces stand first in point of view of increased sales for the year to date. Increases between September of this year and last by regions, with ratios for the first nine months of this year compared with last in brackets are as follows: Maritime Provinces, 22 per cent (25 per cent); Quebec, 27 per cent (23 per cent); Ontario, 11 per cent (21 per cent); Prairie Provinces, 25 per cent (13 per cent) and British Columbia, 21 per cent (12 per cent).

Grocery or grocery and meat store sales ranged 23 per cent higher in September, 1939 than in September, 1940, while figures for the first 9 months of the current year stand 14 per cent above the corresponding period a year ago. These results are based on returns submitted by practically all chain store companies in the food retailing field, together with statements of sales secured from about 1,000 independent grocery stores, the results for chains and independents being weighted in proportion to their relative importance in the total grocery trade. Increases in September of this year over last, with increases for the year to date, were more uniform for the various sections of the country than was the case for other lines of business for which figures are available. September increases for each region, with figures for the year to date in brackets, stand as follows: Maritime Provinces, 24 per cent (13 per cent); Quebec, 24 per cent (13 per cent); Ontario, 24 per cent (17 per cent); Prairie Provinces, 19 per cent (11 per cent) and British Columbia, 22 per cent (12 per cent).

Shoe store sales in Canada transacted 17 per cent more business in September, 1941 than in 1940, figures on a regional basis ranging from 15 per cent in Ontario to 19 per cent in the Maritime and the Prairie Provinces. Candy store sales were up 23 per cent over September a year ago, hardware store sales gained 20 per cent and restaurants were up 17 per cent. Stores specializing in the sale of radios and electrical household appliances or equipment reported a 18 per cent increase in dollar volume over September, 1940, while sales were up 19 per cent from the immediately preceding month of August. The increase over August was considerably lower than the isual seasonal improvement for this time of year, with the result that the seasonally idjusted index declined to 135.1 for September compared with 174.4 for August and 169.1 for July.

A pronounced increase of 44 per cent in jewellery store sales in the Maritime Provinces and British Columbia was modified by smaller gains of 21 per cent in Quebec, 25 per cent in Ontario and 16 per cent in the Prairie Provinces, esulting in an average increase of 25 per cent for the country as a whole.

A comparison of department store sales by departments for ieptember of this year and last for 18 department store companies furnishing this information reveal pronounced increases for all major departments with the exception of radios and musical instruments, in which case a minor gain of 5 per cent was recorded. The hardware and kitchen utensil department was up 29 per cent; food and indred products, 26 per cent; men's and boys' clothing and furnishings, 26 per cent and wemen's and children's apparel, 23 per cent. Household appliances and electrical supplies gained 24 per cent; home furnishings were up 17 per cent, while the furniture apartment increased by 15 per cent. Results for other departments are shown in the ittached table.

• *

	+ or -	September, 1 per cent com		Cumulative Indexes
Kind of Business	Sept. 1930	Sept. 1940	August 1941	JanSept., 1941 JanSept., 1940
General Index	+ 12•4	+ 20 • 6	+ 2.5	+ 16.7
Boot and Shoe Stores	+ 10.8	+ 16.4	+ 15.5	+ 18.5
Candy Stores	- 21.1	+ 22.8	- 7.5	+ 18.4
Men's Clothing Stores ********	+ 20.1	+ 19.9	+ 12.7	+ 21.8
Women's Clothing Stores	+ 8.5	+ 18.1	+ 12.9	+ 19•4
Department Stores	+ 6.3	+ 21.8	+ 15+4	+ 17.8
Drug Stores	+ 21.4	+ 16.7	- 0*9	+ 15.7
Furniture Stores	+ 10.1	+ 12.7	+ 0.6	+ 14.4
Grocery and Meat Stores	+ 18.1	+ 23.0	- 8.4	+ 14.1
Hardware Stores	+ 17.7	+ 20 • 4	+ 4.7	+ 18.0
Radio and Electrical Stores	- 12.3	+ 17.7	+ 18.5	+ 17.1
Restaurants	- 18.1	+ 17.0	- 3-3	+ 16•1
Variety Stores	+ 82.9	+ 21.5	- 4-0	+ 21.3

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores September, 1940 and September, 1941

September (1996) Septem	Sales in Sopt compared with Sales	ember, 1941 in Septembor, 1940
R ₀ gion	Boot and Shoe Stores	Jowellery Stores
CANADA	+ 16.5	+ 25•3
	+ 19.1	+ 43.8
Maritime Provinces		+ 21.2
Quebec	+ 17.9	+ 24.5
Ontario	+ 15.1	4
Prairie Provinces	+ 19.3	+ 16.3
British Columbia	+ 16.2	+ 44.0

with the second of the second	Committee of the commit		* S7 # 15-05 * 7	The first control of the control of
evici (mail parenal)		and the second		
final and selection.		• 5 - • 1 4.00 a		
6 1				1
		* 4 7		
Park Services	*	. • · · ·	N	Contract the contract of the c
			* * * * * * * * * * * * * * * * * * *	de la companya de la
			•	· · · · · · · · · · · · · · · · · · ·
* .			* * * * * * * * * * * * * * * * * * *	en e
•	*	** *		the state of the s
	•	The second of		grander of the second
• .	* * * * * * * * * * * * * * * * * * *		*	
*		1 - w &		*
)				
		*. *		Barren Commence

Activity Market Market and about the control of the

	7 1 11 30 3 1	The state of the s	and the second second	
		to approximately a second	4	
		ilia Romanda esta		
	rg vir reers		• • • • • • • • • • • • • • • • • • •	and the growing and a
the second of th	1 , , , , , , , , , , , , , , , , , , ,	e de la companya de		
₹. . 7				
1.00	:			and the second party
. #1 °.	:	1. A	* * * * * * * * * * * * * * * * * * * *	*****
• ÷	;	·*.		ark of the
. • • 3*		* **, - *		THE PROPERTY.

INDEX NULL ERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

- Landerson	General	ai	Boots	+3	Control of the Contro	2 (10)	E S	6.5	Women	n's	To more	To the second		A
Year and Monch	Index	X X	S. Our	Shoes	02.10	varidy (11)	Glochi	500	Clot	Lothing	Depar	repar omenca	Dr. ug	200
(SEPPERATE AND ADDITION OF A CONTROL OF A	A	B	V	1	Ą	m		}	4	m	-1	മ		Д
		purtur trade	~ 2 **					()						
Sartember, 1929 coccessor	138.5	29 Ao 2	148.2	1.66.1	6	208.7	1.44.8		CV		1.40.7	143.9	11509	124.3
, 19	122.2	123.8	3.19.0	130.1		1.65.9	107.1		124.1		130,8	128.9	6.707	112.4
19	106.2	107.3	107.3	117.8	3	141.0	83.0		99.1		107.9	106.3	0.101	10.5.6
7.0	88.5	88,2	90.7	97.4	9	11107	75.5		79.2		89,3	87.8	1.0%	93.0
19	27.73	84.4	90.8	91.0		102 . 4.	70.4		90.9		93.3	9001	6229	86.6
19	88.4	87.9	95.2	97.4	0	7.66	777		87,2		94.5	95.0	87.2	0°06
64	84,3	95.6	91.5	97.4		102.2	82°2		82.1		93.5	95.6	87.5	93.1
September, 1936 session	98.4	97.8	97.8	10000	94.6	103.7	1.26	10004	93.1	98.6	103.0	101.5	97.0	96.5
H	106.6	105.4	1.10.2	110.7	95	103.5	107.5		98,4		105.6	103.7	106.3	105.7
79	103.0	101-2	107.0	107.1		7.96	98.9		95.3		102.3	10000	103.8	102.9
19	116.4	109.9	122.2	9.96		33.5	115.4	109.2			117.3	113.3	104.4	101,1
H	113.9	116.5	113.2	98.0		109.6	1.07.3	CV	114.0		114-1	116.7	112.3	114.8
	137-4	(,	131.8	111.4		130.8	128.6		ന	143.7	139.0	137.0	131.0	131.2
	t sanjadilor										na de es		ur s dige	
1940		,			,								is p 100 to a	
Soptembor	m :	ô.	9.	98.0	96.	109.6	20		+	20	114.1	0	112.3	-
Uctober	131.9	2	113.7	104.4	109.5	114.0	1.45.5	115.9	148,6	120.3	141.1	120.9	1.24.1	119.5
November	5	123-0		130-4	02,	1.20°5	900		Š	5	150.9		116.9	_
December	4	30.		107.0	26°	124.0	99,		å	ů	210.2		161.9	-
	in ero se						report of the second				6 (gr-c-		Committee of the	
The state of the s	0	, V	80.0	6.716	86.0	-		ר	ממ		_	0	Ŀ	
The Comment of the Co	Jr	100		+ <	*) <	• <	6	47	100	• -4 r	· ·	* ^	° (
	9 4 C	0 0	35	124.0	+ 0	6 3 <	0	570	6.67	• ,		o i	0 7	0
e a a a a a a a a a a a a a a a a a a a	2 1	170		145.0	9	e de	0	300	174.0	0	÷	ŝ	0	0
April	5	350		128.3	0	ŝ	^	43,	169.9	0	Š	å	°	0.
May	*	34.	4	121.9	Ĉ	40		37.	145.1	•	4	0	9	- 9
June	m	34.	155.5	117.9	6	å	2	34.	133.2	å	à	÷	5	6)
July	å	34.		0	01.	٠		36.	1111.0	å	à	° I	å	
August	134.1	146.5	114.1	147.4	128.6	137.6	114.1	147.6	119,2	å	120.4	146.1	132.2	131.6
September	0	36.	9	111.4	13.	130.8		30.	134.6	143.7	139.0	137.0	0	131.2
								Pendin of		********			Spring or 1	
							The state of the s	The second second second second	The second second second	or may for any tong hundry side and personal	STATE OF THE PERSON NAMED OF THE PERSON OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN	Section of Contrast of Contras	the resource obsessment and	AND DESCRIPTION OF PERSONS AND PERSONS ASSESSED.

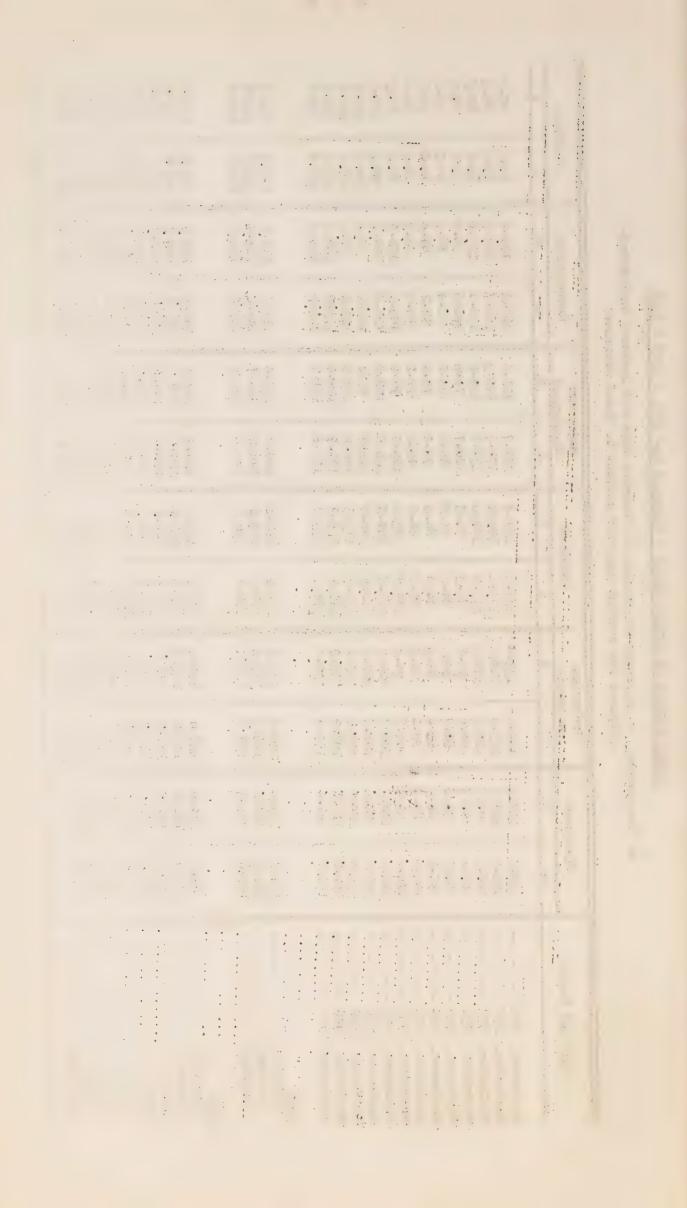
4

(c) Includes men's furnishings. (h) Candy indexes are based largely upon returns from retail candy chains.

INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

Variety	В	40-7	89-1	0 V	76-9	76-1	19-1	87.0	94-3	105.6	107.1	115.1	137.9	162.9	2 645	141-1	143.0	140.0		151-4	153.6	150.9	157.0	159.7	154.8	150.7	162.1	T. CO. L	6.701
Vari	h	82.5	82.4	80.1	72.6	76-2	76-8	79-2	88.3	99-3	101-1	115.2	125-5	152.5	7	0 0	153.0	ò			103-8		- 0	9	43)	C	6.
rants	В	181.2	152.2	127.6	6-96	86-2	89-4	6-96	101-5	104-2				125.5	4 0 1 1	110.4	113-9	11407		115.0	116.9	118.8	118.7	115.6	776.5	ריסננ	7 / / / /	10 to t	ζ∘ζ7r
Restaurants	Ŋ	ושאנ	158.7	132-1	100.6	90-4	92-2	0.66	105-1	107-9	101-2	104-1	111-0	129.9	7 011	6-217	7.607	0./11		109.3	103.2	- 44		119.2				0	
and rical	В	227.4	744.3	109.0	76.6	63.0	76.4	77-2	0.66	108.0	99.2	103-0	119-6	135.1	7 7 6 6	11204	114-7	4.CaT		143.1	148.5	145.6	160.5	144.0	755,6	1,69,	7 7 7 7 7	1 1 1 1	132°1
Radio	у	252.7	170.7	138.9	100-7	84-0	98-5	9-66	115-5	126-0	115-7	120-2	133-9	157.6	 0	7.007	146.2	b • + 77 +	r de California	115.3	110.4	120.3	146.3	167.4	2000	7001	0.40	1000 F	12/00
Hardware	В	8 171	120-1	102-0	76-3	74-0	84-6	88-5	53-4	107-5	102-4	115-3	115-3	133-2	0 00	200	123-6	730-0		134-3	142-4	137.2	134.9	125.6	131,6	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	7,001	4.247	133.5
Hard	h	1.071	133.1	113.0	85.3	84.2	94.0	1-66	109.9	126.5	120.5	135-6	130-2	156-7	7 (7)	141-0	126-0	740.5			77-7								
ries	В	123.A	ריארו	109-1	91-7	84-1	82+5	90-3	94.8	105-2	102.6	112-2	116-2	139.4	0 000	0.077	119.0	1-071		122.0	127.3	126.9	136.5	141.4	145,7	736.3	2 0 0 0	+0000	13%.4
Groceries and Meats	k A	198.0	713.4	105.7	9006	88-3	83-4	84.6	91.8	102-7	101.4	6-111	108-9	133-9	 0 00	120-0	120°L	133.5	· ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	118.0	117.0	134.7	132.2	146.8	139.4	722.0	7,77	140.1	133.7
Furniture	В	159.5	7 2 2 2 1	7-17-	69.3	71.8	82-4	89.5	97-9	109-5	95-6	97.9	111.8	121.4	4 666	113.4	112-1	147.3		124.6	132.8	131.3	127.4	139.1				•	
Furn	Y.	160.0	126.0	106.7	80.4	86.1	95-3	101-0	114.6	128-2	9.901	115-4	124-0	139-7	200	135-2	122.9	105.0		83-1	103-6	112.7	137.9	174.3	727	ריארר "	מ מכר	10000	139.1
Year and Month			1920		1932					-		September, 1939			1340	October	November	December	1941	January	February	March	April					and	····· Jedmended



UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100) (Figures for the current year are subject to final revision)

(right of the darrent year are subject to linar revision)												
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia						
			ing Stores(c)								
eptember, 1936	97.7	88.6	92.5	92+4	123.0	111.3						
eptember, 1937 · · ·	107.5	97.7	109.5	107.9	105.8	110.4						
					113.5	95.3						
eptember, 1938	98,9	88.3	97.7	97.9								
eptember, 1939 · ·	115.4	102.0	115.1	110.3	143.6	112.2						
eptember, 1940 ··	107.3	130.8	99+8	106+9	109.9	106.7						
Meptember, 1941	128.6	156.2	125.7	124.1	135.7	125.8						
941			-1									
April	146.9	185.9	149.7	154.0	120.6	106.4						
May	135.5	174.7	142.8	133.5	122.7	110.4						
June	137.5	173.9	142.9	136.1	125.8	115.2						
July	111.8	164.6	. 114.6	102 • 4	106.4	115.6						
August	114.1	156.3	120-6	108.0	93.8	121.9						
September	128.6	156.2	125.7	124.1	135.7	125.8						
	12000	150+2	127.1	76.4.7	437-1	467.0						
Change,												
September, 1941	+19.9	+19.4	+26.0	+16.1	+23-5	+17.9						
September, 1940												
% Change,												
Jan Sept. , 1941	+21.8	+28.7	+21.2	+23.3	+18-9	+12.1						
Jan Sept., 1940!	121.0	12041	I bu als " bu									
	And the second s	g 1997 - Mary - Colon Carlos Carlos (1997 Carlos (1997										
Women's Clothing Stores												
September, 1936	93.1	77.3	92+4	91.5	99.6	100.9						
September, 1937 ··	98.4	93.1	96.8	99.5	94.6	105.0						
	95•3	91.1	91.6	97.7	92.7	99.5						
September, 1938			104.2	111.0	118.0	115.6						
September, 1939 · ·	110.2	99.6	1	119.1	106.3	123.3						
September, 1940	114.0	130,1	103.1	1		148.7						
September, 1941	134.6	159.0	131.1	132.3	132.8	140.1						
2941				1	2051	756 5						
April	169.9	200.9	173.3	175.2	145.6	156.5						
Nay	142.1	193.2	147.8	137.7	129.5	145.7						
June	133.2	163.4	142.7	129.8	115.6	137.0						
July	111.0	133.5	108.0	108.9	105.6	129.2						
August	119.2	157.0	119.4	119.8	105.1	120.7						
0	1	159.0	131.1	132.3	132.8	148.7						
September	134.6	10700		-55								
% Change,						100 6						
September, 1941	+18.1	+22.2	+27.2	+11.1	+24.9	+20.6						
September, 1940						*						
% Change,												
Jan Sept., 1941	+19.4	+24.7	+23.0	+20.6	+12.8	+11.9						
Jan Sept., 1940	1 = 7 + 1			4								
Con an amendment of the contract of the contra	e e se eser e transferior de la companya del companya de la companya de la companya del companya de la companya											
		Grocery a	and Moat Stor	ros								
0 1 2 202/	03.9	(g)	84.4	91.1	110.3	93.0						
September, 1936	92.08		95.2	101.7	120-2	107.9						
September, 1937 · ·	102.7	(g)	98.0	100.6	114.9	96.1						
September, 1938	101.4	(g)			136.9	118.2						
September, 1939 · ·	117.9	122.8	111.3	115.4	124.6	109.9						
September, 1940	108.9	118.4	102.0	106.5								
September, 1941 · ·	133.9	147.0	126.1	132.0	148.7	133-9						
1941												
April	132.2	124+3	135.0	135.8	119.6	131.8						
	146.8	141.0	144.1	150.6	144.4	146.4						
May · · · · · · · · · · · · · · · · · · ·	11	132.3	141.4	136.1	146.8	146.2						
June	139.4	137.8	121.3	134.6	148.6	136.9						
July	133.0		131.1	145.8	171.2	156.6						
August	146.1	150.8		132.0	148.7	133.9						
September	133.9	147.0	126.1	132.0	2401	-55.7						
% Chango,						102.0						
September, 1941	+23.0	+24.2	+23.6	+23.9	+19.3	+21.8						
September, 1940	123.0			•		Miles III						
% Change,		122.2	+12.9	+16.5	+10.5	+12.1						
Jan Sept., 1941	+14.1	+13.2	1750)									
Jan Sept., 1940	11	-			and the second s							
(c)Includes men's	furnishings	3. (g)N	lot availablo									
THOTAGS MON 8												

A CONTRACT OF THE CONTRACT OF

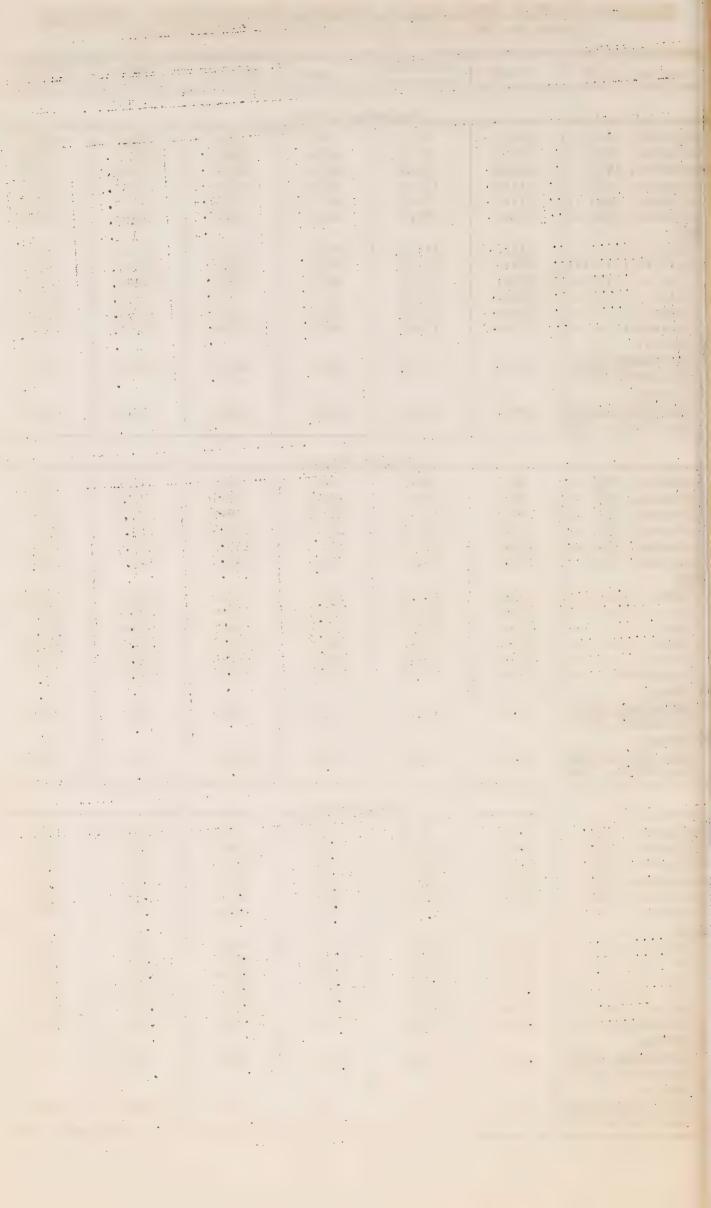
. "						
			,			
	·		:		N.	
. *	· ·				σ.	
	•	• •				
•	•					
•	,			•		
·	•		•	,		, ,
*.	•		•	· ·		• '
			,	•		,
•	•	*	1 1 1	,		
,				*		
			•			
3+						
•		•			•	
1.1.						
		,				
* ** * *			•			
				A		

•	•	***				
*. ·	• •	:		*, *		
•						
*		•	1	•		
		e e e e e e e e e e e e e e e e e e e	•	1.00		
i. *		•	:	4.7		
		*			•	
•			•			
		•				
	, •	•		- No. 10	•	•
1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	А					
2 * '	*			•		
				:		
			5			
		,				
				• •		
* * * * * * * * * * * * * * * * * * * *		· ·		* 1 .		
		• • •				
% *	. *	a' •		,		
Sec. * 1	1.5	*				
. *		* .		•		
	•	:				,
	•				;	
1.5	•	* * * * * * * * * * * * * * * * * * * *	4			

•

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100) (Figures for the current year are subject to final revision)

(Figures for the current year are subject to final revision)											
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia					
		Depar t m	ent Stores								
September, 1936	103.0	92.4	98.5	97.7	116.0	101.7					
September, 1937 ··	105.6	99.9	112.4	104.4	103.9	108.8					
September, 1938	102.3	90.8	107.4	105.9	97.8	101.9					
September, 1939	117.3	100.1	118.7	117.4	120.6	117.7					
	114.1	114.8	116.8	117.2	107.3	116.6					
September, 1940 ··	3	150.6	141.0	138.2	131.9	148.9					
September, 1941 ··	139.0	170.0	141.0	120.5	72147	1400)					
1941	330 0	144.2	143.0	137.3	121.4	121.7					
April	132.2	155.9	143.1	138.2	122.4	126.6					
May	134.3	147.0	129.0	125.2	114.5	120.8					
June	123.7	'	97.4	97.9	97.1	119.1					
July	102.2	127.5	120.3	121.6	107.0	138.0					
August	120.4	137.2		138.2	131.9	148.9					
September	139.0	150.6	141.0	130.5	131.	140.7					
% Change,											
September, 1941	+21.8	+31.2	+20-7	+17.9	+22.9	+27.7					
September, 1940			,			•					
% Change,											
Jan Sept., 1941	+17.8	+26.4	+16.5	+18.2	+15.9	+17.5					
Jan Sept., 1940						4					
		Variet	ty Stores								
0.1.2.2.200/	88.3	88.6	86.7	86.4	97.7	89+8					
September, 1936 ··		99.5	102.5	98.1	97.5	98+3					
September, 1937 · ·	99•3		102.8	99.8	102.4	102.2					
September, 1938 · ·	101.1	100.2	121.8	109.0	117.7	107.2					
September, 1939 · ·	115.2	132.7	1	118-2	128.6	115.9					
September, 1940 · ·	125.5	160.2	128.1	141.8	148.7	132.3					
September, 1941 ··	152 • 5	201.7	162.9	141.0	T40.1	43643					
1941		104 7	340.0	727 6	140.0	117.7					
April	143.4	184.1	149.2	137.6	144.9	118.1					
May ·····	159.8	200.5	181.1	151.4	144.0	118.1					
June	154.0	196.7	172.3	144.5	152.0	128.6					
July	152.2	196.2	160.7	143.1	141.8	141.2					
August	158.9	207.4	170.9	150.5	148.7	132.3					
September	152.5	201.7	162.9	141.8	140.1	132.0					
% Change,											
September, 1941	+21.5	+25.9	+27.2	+20-0	+15.6	+14.2					
September, 1940			-		•	•					
% Change,											
Jan Sept. , 1941	+21.3	+29.3	+23+9	+21.4	+15.1	+10.8					
Jan Sept., 1940	122.5										
	is a consideration of the constraint of the cons	D	5+0000								
			g Stores	i	1 200 0	100-2					
September, 1936		94.8	93.5	94.0	108.0	112.4					
September, 1937 · ·		104*2	104.4	104.4	111.4	109.6					
September, 1938	103.8	97-2	100.2	101.5	113.5						
September, 1939 ··	104.4	103.7	100.5	101.9	113.7	108.2					
September, 1940	112.3	115.0	107.8	111.2	117.0	116.4					
September, 1941	131.0	142-1	129.0	130.0	133.0	127.7					
1941											
April	120.8	140-7	117.5	120.5	119.9	115.3					
May	126.8	140.7	121.1	128.7	125.8	119.6					
June	122.8	133.7	118.7	125.6	120-2	112.6					
July	128.0	145.5	122.2	128.8	126.6	124.9					
August	132.2	149.3	126.4	132.5	132.7	128-2					
September · · · · ·	131.0	142.1	129.0	130.0	133.0	127.7					
	1)200										
% Change,	17/ 7	+23+6	+19.7	+16.9	+13.7	+ 9.7					
September, 1941	+16.7	723.0	12/1								
September, 1940											
% Change,			1330	+17.0	+14.4	+11.3					
JanSept., 1941		+22.6	+13.0	411.0	12704						
JanSept., 1940	1	The second secon		-		Consideration of the contraction					



DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

SEPTEMBER, 1940 AND SEPTEMBER, 1941

(Based on sales of 18 firms)

=				
		September 1940	September 1941	% Change 1941/40
		\$	\$	
	TOTAL SALES	21,331,586	25,918,321	+ 21.5
1.	Women's dresses, coats and suits	2,137,376	2,625,507	+ 22.8
2.	Girls' and infants' wear	859,472	1,176,461	+ 36+9
3.	Hosiery and gloves	915,302	1,104,334	+ 20•7
4.	Lingerie and corsets	834,062	1,003,528	+ 20+3
5.	Millinery	419,528	444,257	+ 5•9
6.	Women's and children's apparel (Total, 1-5)	5,165,740	6,354,087	+ 23.0
7•	Men's and boys' clothing and furnishings	2,473,208	3,118,146	+ 26.1
8.	Drugs and toilet articles and preparations	531,990	636,924	+ 19.7
9•	Piece goods	1,643,021	1,979,806	+ 20.5
.0+	Smallwares	706,812	813,000	+ 15.0
.1.	Food and kindred products	1,616,923	2,032,509	+ 25•7
.2•	Furniture (including mattresses and springs)	1,367,311	1,577,968	+ 15.4
.3•	Home furnishings	1,649,063	1,924,995	+ 16.7
14-	Household appliances and electrical supplies · · ·	778,282	966,059	+ 24.1
15.	Hardware and kitchen utensils	702,532	908,059	+ 29•3
16.	Radios, musical instruments and supplies	365,570	385,454	+ 5•4
۱7.	Shoes and other footwear	1,680,233	1,942,173	+ 15.6
18.	Stationery, books and magazines	394,722	453,241	+ 14.8
19.	All other departments, total	2,256,179	2,825,900	+ 25+3
-				

ter en sommer en significant

and the second second second

200 22.

en de la composition de la composition

to the first of the second of

A STATE OF THE STA

GOVT PUBNS

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

. MINTERNAL TRADE BRANCH

Vol. 11

No. 10

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

OCTOBER 1941

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

1941

Price \$1 a year

Single copies 10 cents

TABLE OF CONTENTS

		Page
1.	Summary of Retail Sales in Ganada, October, 1941	1
2 •	Comparisons of Retail Sales in Canada for October, 1941, with Sales in Related Months, by Kind of Business	** 2
3•	Regional Trends in Retail Trade, Third Quarter of 1941	** 3
4.	Index Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a) General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	6
	(b) Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores	7
5.	Index Numbers of Retail Sales in Canada by Economic Divisions	
	(a) Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	8
	(b) Department Stores, Variety Stores and Drug Stores	• 9
6.	Department Store Sales in Canada, by Selected Departments, October, 1940 and October, 1941	. 10

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAMA, CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician: R. H. Coats, IL.D.,F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A. C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, OCTOBER, 1941 (1935-1939 = 100)

The general level of retail purchasing in Canada during the month of October was up 11 per cent from September and was 16 per cent higher than in October a year ago according to indexes of dollar sales covering the operations of a representative number of firms in twelve trades dealing chiefly in foods, clothing and household requirements. The general unadjusted index of sales for the twelve trades and on the base 1935-100 stands at 152.4 for October, 1941, 137.3 for September and at 131.9 for October a year ago.

The 16 per cent increase recorded in October of this year over last was approximately equal to the gain recorded for the year to date and was lower than the percentage increases for immediately preceding months. Compared with 1940, September sales this year were up 21 per cent, August, 18 per cent and July, 19 per cent. The 11 per cent increase between September and October was slightly in excess of the usual seasonal movement for this time of year, the general index of sales, when adjusted for differences in number of business days and for normal seasonal movements, advancing from 136.4 for September to 138.0 for October.

Restrictions on instalment buying introduced during the month under review are reflected in the sales figures for furniture stores and stores specializing in radios, musical instruments and electrical household appliances. Furniture store sales were only 2 per cent higher in October of this year than last, an increase far below the 13 per cent gain for the year to date. Radio and electrical store sales were 4 per cent higher in October of this year than last compared with a gain of 16 per cent for the year to date. These percentage changes are based on dollar sales and do not take into consideration the higher prices provailing in 1941 than a year ago. Proper corrections for changes in retail prices would reveal a considerable reduction in the quantity of these goods sold.

All other trades for which data are available reported more substantial increases in October of this year over last, percentage gains in dollar sales ranging from 10 per cent for women's clothing stores to 23 per cent for candy stores being recorded. Department store sales gained 13 per cent; drug stores, 14 per cent; restaurants, 16 per cent; men's clothing stores, 16 per cent; hardware stores, 16 per cent; shoe stores, 17 per cent; variety stores 18 per cent and grocery and meat stores, 20 per cent. Jowellery store sales also gained 20 per cent.

Results on a regional basis, where available, indicate gains in the Prairie Provinces considerably below those for other sections of the country and gains in the Maritime Provinces more in line with those recorded in Central Canada than was formerly the case. Percentage increases in department store sales for the five economic divisions in October, 1941 over October, 1940 with figures for the year to cate in brackets are as follows: Maritime Provinces, 18 per cent (25 per cent); Qurbec, 21 per cent (17 per cent); Ontario, 16 per cent (18 per cent); Prairie Provinces, 3 per cent (14 per cent); British Columbia, 18 per cent (17 per cent). Corresponding ratios for grocery and meat stores are: Maritime Provinces, 26 per cent (15 per cent); Quebec, 23 per cent (14 per cent); Ontario, 20 per cent (17 per cent); Prairie Provinces, 15 per cent (11 per cent) and British Columbia, 18 per cent (13 per cent).

The second second

1.1

Kind of Business		tobeng, 2963.) De samé compa	od sittle ordi	Cumulative Indexes
	0ct. 1930	Oct. 1940	September 1941	JanOct.,1941 JanOct.,1940
General Index	+12.6	+15.5	+11.0	+16.5
Boot and Shoe Stores	+ 1.8	+16.6	+ 0-2	+18.3
Candy Stores	- 9.7	+22.8	+13.1	+18.8
Men's Clothing Stores	+13+3	+16.4	+31.8	+21.0
Women's Clothing Stores	+19.9	+10+4	+21.3	+18.3
Department Stores	+ 4.2	+13+3	+15.3	+1,7.2
Drug Stores	+24.7	+14.2	+ 8.5	+15.5
Furniture Stores	+ 3.5	+ 228	- 1.7	+12.9
Grocery and Meat Stores	+23.6	+20•4	+ 8.7	+14.7
Hardware Stores	+11.5	+16.0	+ 4.1	+17.9
Radio and Electrical Stores	~30.0	+ 4.0	- 2.0	+15.8
Restaurants	-17-2	+15.5	+ 1.1	+15.9
Variety Stores	+81.6	+17.7	+13.5	+20•9

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores October, 1940 and October, 1941

	Sales in Octob Compared with Sales i	
Region	Boot and Shoe Stores	Jewellery Stores
CANADA	+16.6	+20.0
Maritime Provinces	+12 • 3	+37.3
Quebec	+23.0	+21.7
Ontario	+18.1	+21.8
Prairie Provinces	15 0×5	+14.2
British Columbia	+ 6.9	+ 7•4

Florida Services 100 the second of th of Medical development of the production of the state of e interes 78

Regional Trends in Retail Trade

Introduction

Indexes of retail sales for various lines of business in the five economic divisions of Canada have been published by the Dominion Bureau of Statistics for a number of years. However, no attempt was made to measure the general trend in sales in each region of the country until this year. The April and July issues of this bulletin contained a summary giving comparisons of sales for the first two quarters of this year and last. Similar comparisons for the third quarter are given in the following paragraphs.

The results are the averages for eight trades giving representation to sales of food stores, clothing stores, department stores, variety stores, drug stores, new passenger cars and country general stores. The two latter items are not included in the regular monthly series. Exact comparisons cannot be made between the general indexes of sales based on the eight trades for which regional data are available and the general indexes based on 12 trades shown in the regular part of this report. Retail trade in Canada improved 14 per cent in the first nine months of this year over last according to the regional survey, whereas the increase in the general index for the 12 lines of business from which the monthly series is derived amounted to 17 per cant. The inclusion of results for new passenger cars and country general stores, whose increases over last year are more moderate than those recorded for other components, is largely responsible for the smaller increase recorded by the general index for the regional series than that shown in the general index for twelve lines of business.

Sales in the third quarter of 1941 increased 19 per cent from the third quarter of 1940 and 27 per cent over the similar period of 1939, according to the general index for Canada as derived from regional general indexes. Increases in the first and second quarters of this year over last amounted to 11 and 12 per cent. Sales in the first nine menths of this year were 14 per cent above those to the end of September last year and 27 per cent higher than sales in the same period of 1939.

Maritime Provinces

Retail sales in the Maritime Provinces were up 20 per cent in the third quarter of this year over the corresponding period a year ago and averaged 34 per cent higher than in the same three months of 1939. The 20 per cent increase over the third quarter of last year compares with a gain of 15 per cent in the second quarter of this year over last and 12 per cent in the first quarter. Sales in the first nine months of this year increased 16 per cent over last year and 33 per cent over the corresponding period of 1939.

Department store sales stood 27 per cent higher during the third quarter of this year than last and were up 26 per cent for the nine-month period. Increases of 20 per cent in sales of both men's and women's clothing stores over the third quarter of last year were more moderate than gains recorded in the first half of the year. Sales to the end of September this year stood 29 per cent higher for men's clothing stores and 25 per cent higher for women's clothing stores than sales of the corresponding period a year ago. The dollar value of new passenger car sales was up 47 per cent in the third quarter, while the increase in the first nine months of this year over last was 6 per cent. Increases for other groups in the third quarter of 1941 over 1940, with comparisons for the first nine months in brackets, were as follows: country general stores, 14 per cent (8 per cent); drug stores, 21 per cent (23 per cent); grocery and meat stores, 18 per cent (13 per cent); variety stores, 23 per cent (29 per cent).

Quebec

Sales of retail stores in Quobec averaged 23 per cent higher in the third quarter of this year over last and were 31 per cent above sales in the same period of 1939. The increase in the most recent quarter is substantially larger than gains of 11 and 12 per cent recorded in the first and second quarters of this year over last. Cumulative indexes for the first nine months of 1941 were 15 per cent higher than those for last year and were up 24 per cent from 1939.

reb.

Grocery and meat store sales were up 21 per cent in the third quarter of this year over last, while sales in the first nine months showed improvement of 13 per cent over the corresponding period a year ago. Department store sales were up 21 per cent in the third quarter, as against an increase of 17 per cent for the nine-month period. Clothing store sales and variety store sales continued to lead other trades in extent of gains recorded over corresponding periods in preceding years. Sales of both men's and women's clothing increased about 27 per cent in the third quarter of this year compared with last, while sales of these groups were up 21 and 23 per cent respectively for the nine-month period. An increase of 25 per cent for variety stores in the third quarter was slightly higher than a 24 per cent increase in cumulative totals for the year to date. The dollar value of new passenger cars sold increased 52 per cent over the third quarter of last year, this gain contrasting with a 13 per cent increase for the first nine months of 1941 over last year. Country general stores in Quebec shared more fully in the general retail trade expansion than did such stores located in other regions of Canada. Increases of 18 per cent in the third quarter and 14 per cent for the first nine months surpassed those recorded in any other economic division of the country. Department store sales increased. 21 per cent in the third quarter and 16 per cent in the first nine months of this year over last. Drug store sales were up 17 and 13 per cent in the same comparisons.

Ontario

Retail trade in Ontario was 20 per cent higher in the third quarter of 1941 over 1940 and 31 per cent above the corresponding period of 1939. Increases of 13 and 15 per cent over 1940 were recorded in the first and second quarters of this year. Sales averaged 16 per cent higher in the first nine months of this year over last and were up 30 per cent over the nine-month period of 1939.

An increase of 22 per cont for grocery and meat store sales in the third quarter of this year over last compares with gains of 12 and 15 per cent for the first two quarters and combined with these to effect a 17 per cent advance for the first nine months of this year over last. An increase of 14 per cent in sales of men's clothing stores in the third quarter of this year over last was considerably lower than the 23 per cent gain recorded in the nine-month comparison. A 17 per cent gain in sales of women's clothing stores was also below the advance recorded for the nine-month comparison which amounted to 21 per cent. Sales in department stores were 19 per cent higher in the July to September period of this year than last and almost similar to the 18 per cent increase for the year to date. Retail purchases of new passenger cars were valued 51 per cent higher in the third quarter of this year over last and recorded a gain of 8 per cent in the first nine months. Increases in the third quarter of this year over last for other groups, with increases for the nine-month period in brackets, were as follows: country general stores, 10 per cent (9 per cent); drug stores, 17 per cent (17 per cent); variety stores, 19 per cent (21 per cent).

Prairie Provinces

Retail sales in the Prairie Provinces were up 15 per cent in the third quarter of this year over last while a similar gain was recorded over the third quarter of 1939. Increases in earlier periods of this year over last amounted to 4 per cent in the first quarter and 8 per cent in the second quarter. Sales in the first nine months of this year were up 10 per cent over the corresponding period of 1940 and were 21 per cent above sales for the first nine months of 1939.

Increases over last year were more uniform for the various trades covered by this survey in the Prairie Provinces than elsewhere. Men's clothing store sales were up 19 per cent over the third quarter of 1940 and also over the first nine months of that year. Sales of women's clothing stores in the third quarter showed marked improvement over the two preceding quarters, an increase of 18 per cent for the latest three-month period comparing with a 13 per cent advance for the year to date. Increases in the third quarter of this year over last for other trades, with gains for the nine-month period is brackets, were as follows: country general stores, 9 per cent (6 per cent); department stores, 19 per cent (16 per cent); drug stores, 17 per cent (14 per cent); grocery and meat stores, 16 per cent (11 per cent); varioty stores, 14 per tent (15 per cent). New passenger ours were up 26 per cent in the third quarter, but declined 12 per cent in the nine-month comparison.

trá

The set of set

British Columbia reported an increase of 16 per cent in retail trade in the third quarter of 1941 over 1940 and a gain of 27 per cent over the same period of 1939. Increases in the first and second quarters of this year over last were 13 and 9 per cent respectively. The increase for the first nine months of this year over last was 13 per cent, while improvement of 26 per cent was recorded over the same nine months of 1939.

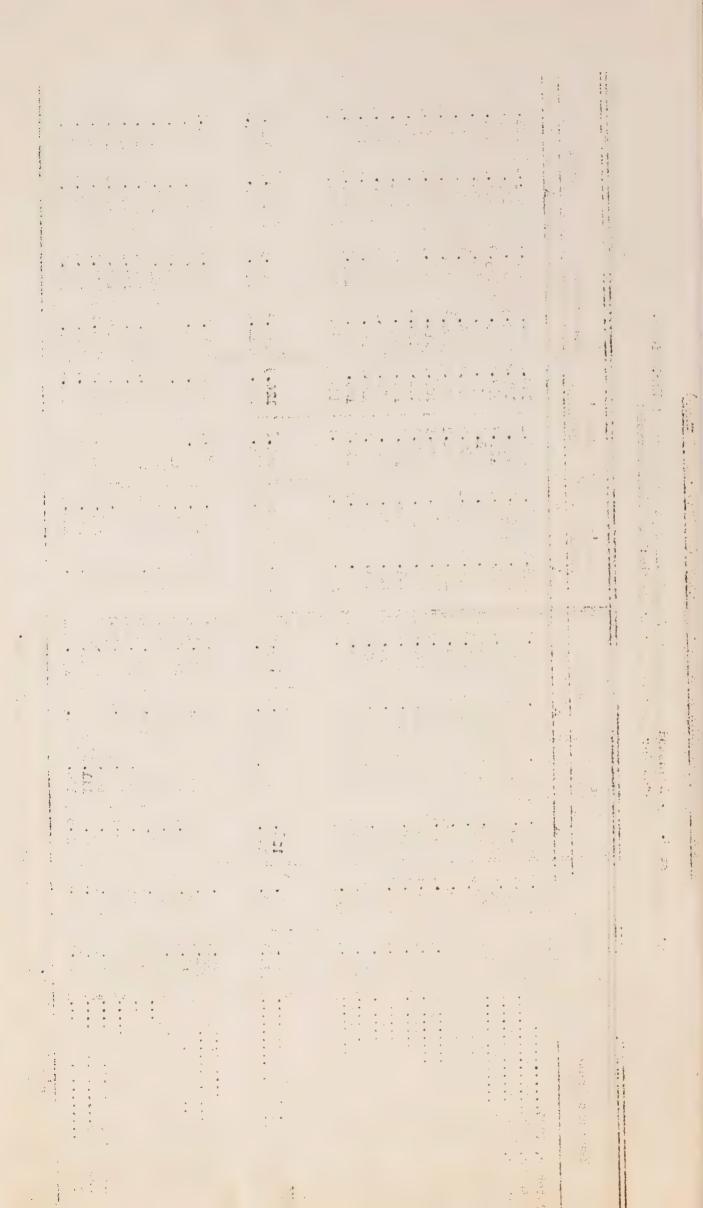
Increases for the various trades, both for the third quarter and for the nine-month period, were as follows: country general stores, 10 per cent (6 per cent); men's clothing stores, 16 per cent (12 per cent); women's clothing stores, 13 per cent (12 per cent); department stores, 19 per cent (18 per cent); drug stores, 10 per cent (11 per cent); grocery and meat stores, 15 per cent (12 per cent); new passenger car sales, 51 per cent (11 per cent); variety store sales, 12 per cent (11 per cent).



A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

	3	1	 -6-	
		В	122.1 112.3 101.7 93.6 88.2 89.4 92.1 105.2 105.2 119.5	131.6 125.1 125.1 125.1 125.1 130.9 130.8 135.9
	Drugs	4	123.1 113.6 105.2 94.1 84.7 89.6 92.9 103.9 108.9 108.9	116.9 161.9 161.9 117.9 112.4 120.8 126.8 126.8 128.0 138.0
	ental	В	139.4 126.5 103.9 94.7 94.5 101.1 118.0 136.4	128.5 132.2 126.1 125.0 133.4 136.6 136.6
	Departmental	A	168.3 153.3 106.3 106.3 106.3 1124.4 123.3 115.2 132.4 141.1	150.9 210.2 210.2 93.1 94.8 111.6 132.2 123.7 120.4 138.6 159.8
	ı's ning	В	149.2 137.2 117.8 90.5 89.4 95.3 100.1 108.2 96.6 110.1 120.3	126.9 133.0 137.3 135.4 135.4 136.8 144.4
	Women's Clothing	A	147.2 136.9 120.7 88.6 82.9 91.2 132.9 121.2 130.7	146.8 193.6 193.6 88.1 79.9 114.8 169.9 1142.1 133.2 111.0
F	s ng(c)	В	184.5 115.9 83.7 77.1 103.6 100.9 115.9	120.1 125.6 125.6 139.5 139.5 134.9 136.2 147.6 130.5
	. Men's Clothing	4	235-1 1100-7 95-3 1113-7 1138-2 1138-2 1138-2 1138-3 145-5	160.3 199.7 91.8 82.4 104.4 135.5 135.5 111.8 114.1 128.5
	Candy(h)	В	196.2 145.7 107.8 105.8 101.1 102.5 103.2 92.7 95.5	120.5 124.0 117.2 124.3 124.3 122.5 121.4 130.8
	Cand	A	188.5 148.0 105.6 98.5 104.0 101.8 88.6 109.5	NO 0404004004
	ots	В	163.1 130.4 116.5 99.0 96.3 84.5 107.4 117.1 102.2 104.4	130.4 107.0 114.2 134.6 128.3 121.9 117.9 119.8
	Boots and Sho	1 1	161.6 130.2 119.8 98.9 90.7 94.1 110.5 116.9 102.0 103.0	128.6 146.8 80.0 67.0 99.8 142.8 114.7 114.7 114.7
	ral	В	142.6 120.9 102.9 88.4 87.8 91.3 95.2 100.2 100.9 111.1	123.0 130.9 130.5 130.5 134.5 134.5 136.4 136.4
	General	A	159.2 135.4 115.9 91.1 97.9 102.7 114.7 110.7 131.9	24 20 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
	Veer and Month	מייי מיייי מיייי מייייי מייייי מייייי מיייייי	October, 1929	mbe mbe mary uary nary nary nary nary nary nary nary n

(4) Candy indexes are based largely upon returns from retail candy chains.



INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

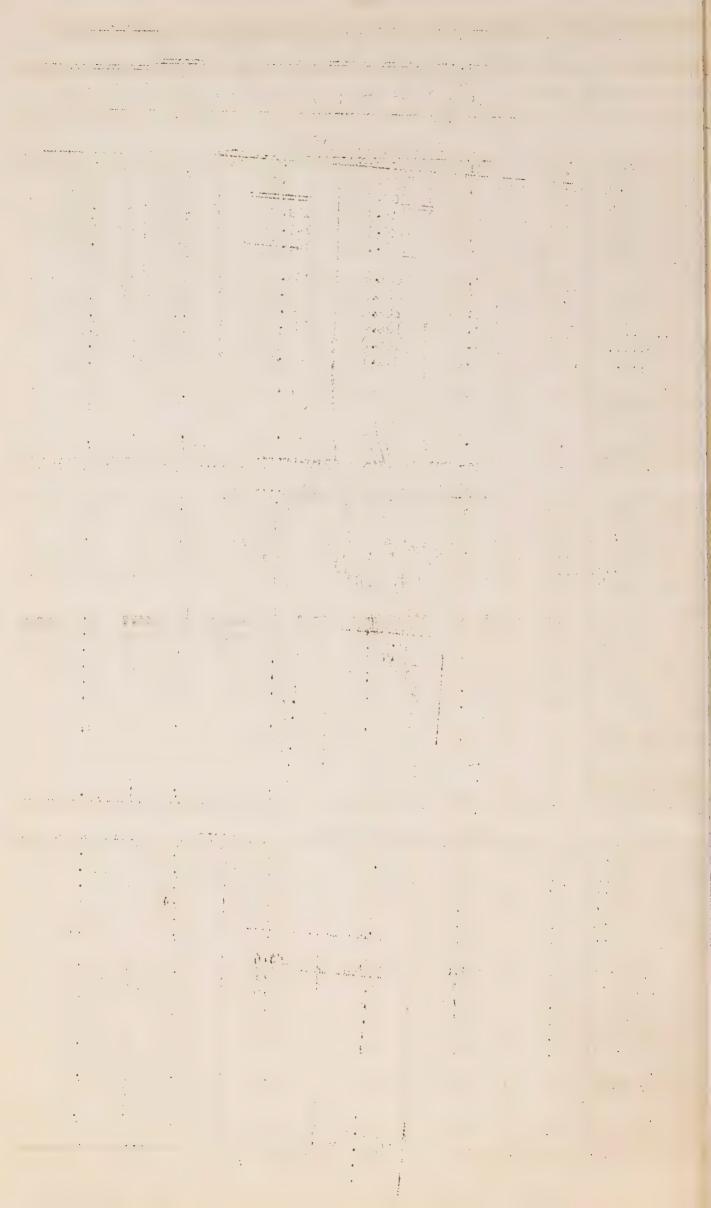
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

E STATE OF THE STA	[-7 -												
Variety	B	93.0	88.2	88.7	78.1	9.91	19.8	88.6	94.1	106.3	105.8		141.7	166.2	143.8	10	1 1	200	50.	157.0	53	54.	52.	63.	62.	.99
Verr	A A AND AND AND AND AND AND AND AND AND	100.0	95.2	0.65	84.3	7-17	83.2	91.8	104.0	114.1	113.1	120.7	146.9	172.9	153.8	4				143.4						
rants	9	184.6	153.4	121.1	93.2	88.0	92.	99.5	100.6	105.0	1.16	102.7	110.4	127.1	113.9					118.7					. 4	127.1
Restaurants	H	5.		125.0	- 4		- 0						4	129.9	109.2	0	200	103-2	117.0	118.2	119.2	114.4	125.2	134.3	128.5	129.9
and	В	213.2	144.3	113.6	74.0	62.7	78.8	9.06	107.0	108.6	100.8	104.6		6	114.7	C	1.00	140.2	125.0	160.5	144.0	155.6	169.1	174.4	134.7	119.9
Radio and Electrical	AND THE PROPERTY OF THE PROPER	325.1	220.0	162.1	6-16	81.8	106.1	122.0	137.5	134-1	124.5	129.2	148.2	13607	146.2)) (117.3	170.4	120.3	146-3	167.4	138.9	134.5	136.9	157.2	154.1
dware	A A A A A A A A A A A A A A A A A A A	139.0	121.0	10.16	78.0	77.2	89.0	9.06	99.3	105.5	110.1	111.6	120.8	160.3	123-6					134.9						
Har	A CONTRACT OF THE PROPERTY OF			106.8						-				166.03	126.0					37.		53.	49.	49.	57.	164.3
Meats	A Bernardin Services		6	1000			6				- 6	- 6		143.6	119.0		7 1		9	136.5	i	3	9	0	6	m
Grocerie and Weat	The transfer of the transfer o	137.	. ^	109.1	ہ است	10	å	~	å	-	~	m	120.8	165.5	126.1	c	ò	•	4.	Š	9	6	÷	9	~	145.5
ture	(A)			106.2											112.1	4	ক	\sim	post.	-	0	-	∞	70	(~	115.5
Furniture	H.		123.0	127.4	82.0	78.9	1.96	111.6	130.4	129.9	117.4	130.6	135.2	137.7	122.9								0			137.7
Year and Month	3	5	10	19) [1		7	7	-	7	7	7	October, 1941	November	1941	January	February	March	April	May	June	July	August	September	October

. •

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100) (Figures for the current year are subject to final revision)

(rightes for the current year are subject to final revision)												
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia						
		Men's Cl	othing Store	s(c)								
Ogtober, 1936	138.2	113.4	129.6	136.9	173.9	137.8						
October, 1937		120.9	136+9	150.2	142.0	133.0						
October, 1938	118.4	100.6	105.5	113.7	171.5	116.4						
October, 1939		119.4	115.3	131.4	190.6	127.6						
October, 1940		165.2	134.3	145.3	166.0	130+2						
October, 1941	169.3	204.9	171:1	167.5	170.5	140.7						
1941												
May		174+7	142.8	133.5	122.7	110.4						
June	137.5	173.9	142.9	136.1	125.8	115.2						
July	111.8	164.6	114.6	102.4	106.4	115.6						
August	114.1	156.3	120.6	108.0	93.8	121.9						
September	128.5 169.3	157.2	122.8	124.9 167.5	136.3	140.7						
% Change:	107.3	204.9	171+1	701.0	110.0	140.1						
October, 1941	+16.4	+24.0	+27.4	+15.3	+ 2.7	+ 8:1						
October, 1940	17014	724.0	T2 (* 4	T1)*3		1 0 1						
% Change.												
JanOct., 1941	+21.0	+28+2	+21.8	+22:2	+16.2	+11.7						
JanOct., 1940						·						
		Women's	Clothing Sto	res								
October, 1936	132.9	117.1	132.0	134.8	143.6	115.9						
October, 1937		126.3	136.7	144.6	132.5	119.3						
October, 1938		112.6	116.5	118.6	143.9	116.7.						
October, 1939		125.9	121.0	131.3	150.3	127.6						
October, 1940		172.6	143.2	147.4	160.8	140.8						
October, 1941		19500	170.9	164.1	161.9	142.4						
1941												
May	142.1	193.2	147.8	137.7	129.5	145.7						
June	133.2	163.4	142.7	129.8	115.6	137.0						
July	111.0	133.5	108.0	108.9	105.6	129.2						
August		157.0	119.4	119.8	105.1	120.7						
September		156.9	130.0	133.0	132.7	142.4						
October	164.1	175.8	170.9	104.1	101.	TACAA						
% Change.	170 /	, 7 0	+19+3	+11.3	+ 0.7	+ 1-1						
October, 1941	+10.4	+ 1.9	T17*3	T11.0	1 001							
Concbor, 1940												
% Change.												
Jan Oct., 1941 Jan Oct., 1940	±18.3	+21.4	+22.3	+19.3	+11.0	+11.3						
Jan000. 1740	marine and marines or desired	*	4	*	٠							
	3.00		d Meat Stor	103.8	108.6	99•5						
October, 1936		(g)	107.4	111.2	119.4	114.8						
October, 1937	111.4	(g)	107.4	103.6	102.5	95.0						
October, 1938	103+2	(g) 104.7	103.7	102.2	110.4	102.3						
October, 1939	103.9	122.2	114.8	121.6	130.4	121.4						
October, 1940 **		154.2	140.7	146.1	150.0	142.7						
October, 1941	エイン・フ				9							
May	146.8	141.0	104.1	150.6	144.4	146.4						
June	1 2	132.3	141.4	136.1	146.8	146.2						
July		137.8	121.3	134.6	148.6	136.9						
August		150.8	131.1	145.8	171.0	156.6						
September	11	147.4	126.1	132.0	146.8	134-1						
October	11	154.2	140.7	146.1	150.0	142.7						
% Change.				100 7	1 .25 0	177 6						
October, 1941	+20.4	+26:2	+22.6	+20+1	+15.0	+17.5						
October, 1940												
% Change.		3.4	122.0	+16.9	+10.8	+12.7						
JanOct., 1941		+14.6	+13.9	710.7	12000	1 300						
JanOct., 1940	1		(a) Not	available.								
(c) Includes men'	s furnishi	ngs.	(g) Not	NACTTORDTO.								



(right of the current year are subject to final revision)												
Year and Month	CANADA	Maritime			Prairie	British						
rear and mondi	OANADA	Provinces	Quebec	Ontario	Provinces	Columbia						
						4						
	1	Departn	ment Stores									
October, 1936	II.	114.8	111.9	116.3	146.8	118.6						
October, 1937	123.3	121.2	117.7	121.9	130.5	118.8						
October, 1939	115.2 132.4	101.3	110.5	107·5 120·5	131.9	114.7						
October, 1940	141.1	152.1	135.9	136.6	149.0	136.9						
October, 1941	159.8	179.9	164.5	158.6	153.3	161.6						
1941	724.2	7 ~ ~				20//						
June	134.3	155·9 147·0	143.1	138.2 125.2	122.4	126.6						
July	102.2	127.5	97.4	97.9	97.1	119.1						
August	120.4	137.2	120.1	121.7	107.0	138-0						
September	138-6	150.6	140.6	138.0	131.7	147.5						
October	159.8	179,9	164.5	158.6	153.3	161.6						
% Change. October, 1941	+13.3	+18-3	+21.0	+16+1	+ 2.9	+18.0						
October, 1940	1.200	7200	121.0	12072	1	1200						
/ Sweage.												
Jan Oct., 1941	+17.2	+25.2	+17.1	+17.9	+13.9	+17.4						
JanOct., 1940			-									
		77	L., C.L.,									
October, 1936	104.0	103.5	ty Stores 98.3	105.1	116.1	98.5						
October, 1937	114-1	112.9	114.1	116.8	113.1	101.5						
October, 1938	113.1	113.4	117.1	109.7	123.3	103.9						
October, 1939	120.7	134.4	121.8	115.8	135.8	107.5						
October, 1940	146.9	184-2	150.4	138.5	163.0	118.2						
October, 1941	172.9	219+8	183.7	164.6	173.4	133.3						
1941 May	159.8	200.5	131.2	151.4	144.9	118.1						
June	154.0	196.7	172.3	194.5	144.0	118.1						
July	152.2	196.2	160.3	14301	152.0	128.6						
August	158.9	20% 2	170.9	150.5	141.8	141.2						
September	152.3	204.1	183.7	141.3 164.6	148.9	132.3 133.3						
% Change.	712.7	21/0	100.1	1	213	255.5						
October, 1941	+17.7	+19+3	+22.1	+18.8	+ 6.4	+12.8						
October, 1940												
% Change.	+20.9	+28.0	+23.6	+21.0	+14.0	+11.0						
Jan Oct., 1941 Jan Oct., 1940	720.9	720.0	123.0	451.0	1140							
The same of the sa												
	2020	AND REAL PROPERTY AND PERSONS ASSESSMENT AND PARTY AND PERSONS ASSESSMENT AND PARTY AN	Stores 101.5	100-3	1115.6	108.3						
October, 1936	103.9	100.5	107.2	106.7	115.4	118.8						
October, 1938	108.9	104-1	107.2	104.2	122.8	114.5						
October, 1939	107.1	104.5	108.3	101-2	120.6	111.9						
October, 1940 *****	124.1	129.2	120.9	118.5	138-4	128.4						
October, 1941	141.7	150.7	138.4	135.9	155.9	144.4						
1941 May	126.8	140.7	121.1	128.7	125.8	119.6						
June	122.8	133.7	118.7	125.6	120.2	112.6						
July	128.0	145.5	122.2	128.8	126.6	124.9						
August	132.2	149.3	126.4	132.5	132.7	128.2						
September	130.6	143.7. 150.7	127·2 138·4	135.9	155.9	144.4						
% Change.	141-7	1,000	250	-37								
October, 1941	+14.2	+16.6	+14.5	+14.7	+12.6	+12 • 5						
October, 1940												
% Change.		100 0	+13.0	+16.8	+14.1	+11.4						
JanOct., 1941	+15-5	+22 • 0	472.0	110.0	124-2	1 4 4 7						
JanOct.,1940												

Secretary of the second 2, 1 1.65 . / * * ... * ·, • · · · 1.88. A4. 10 Carlo 144 6, 4, 5,3 19.4.5 18 Car. 120 St. というまれ 10 10 10 1.25% 19.05 ***** 1 4

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

OCTOBER, 1940 AND OCTOBER, 1941

(Based on sales of 17 firms)

		October 1940	October 1941	% Change 1941/40
	TOTAL SALES.	24,830,225	28,422,828	+14.5
1.	Women's dresses, coats and suits	2,937,324	3,221,016	+ 9•7
2.	Girls' and infants' wear	1,185,556	1,407,303	+18.7
3*	Hosiery and gloves	1,185,783	1,300,735	+ 9.7
4.	Lingerie and coreets	1,089,036	1,204,931	+10.6
5.	Millinery	378,460	378,791	+ 0.1
6.	Women's and children's apparel (Total, 1-5)	6,776,159	7,512,776	+10.9
7•	Men's and boys' clothing and furnishings	3,405,014	3,828,505	+12.4
8.	Drugs and toilet articles and preparations	561,548	683,286	+21.7
9•	Piece goods	1,908,843	2,183,354	+14.4
10.	Smallwares	837.113	951.092	+13-6
11.	Food and kindred products	1,933,285	2,356,985	+21.9
12.	Furniture (including mattresses and springs)	1,304,346	1,471,016	+12.8
13.	Home furnishings	1,742,400	2,021,658	+16.0
14.	Household appliances and electrical supplies.	752,062	880,081	+17.0
15.	Hardware and kitchen utensils	745,201	908,587	+21.9
16.	Radios, musical instruments and supplies	379,607	393,263	+ 3.6
17.	Shoes and other footwear	1,838,478	2,046,842	+11•3
18.	Stationery, books and magazines	297,004	356,495	+20•0
19.	All other departments, total	2,349,165	2,828,888	+20.4
-				

A concept to the second of the and a state of a second like of 1 4 3 6 # 12 z 1. 1 • . Sec. 1.00 Car 413 5 - 7 30 ties, 14110 Harrison and the

COYT PUBNS

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

No. 11

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

NOVEMBER 1941

Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

OTTAWA

+ + +

1942

Price \$1 a year

Single copies 10 cents

TABLE OF CONTENTS

1.	Summ	nary of Retail Sales in Canada, November, 1941	Page
2+	Comp	parisons of Retail Sales in Canada for November, 1941, with Sales in Related Months, by Kind of Business	2
3+	Inde	ox Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a)	General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	3
	(b)	Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores	4
4.	Inde	x Numbers of Retail Sales in Canada by Economic Divisions	
	(a)	Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	5
	(b)	Department Stores, Variety Stores and Drug Stores	6
5.	Depa	rtment Store Sales in Canada, by Selected Departments, November, 1940 and November, 1941	7

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA CANADA

Dominion Statistician: Chief, Internal Trade Branch: Statistician:

R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.) Herbert Marshall, B.A., F.S.S. A. C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, NOVEMBER, 1941

(1935-1939 = 100)

Substantial reduction in sales of stores specializing in the sale of furniture, radios or electrical equipment forms the outstanding feature in retail sales statistics for November, the first complete month during which the restrictions on instalment buying introduced in October were in effect. Gains for other lines of business included in the monthly survey were generally smaller than those recorded during earlier months of the year, an average increase of 8 per cent for all trades combined over November, 1940 comparing with a gain of 16 per cent for the year to date. The general index of sales, unadjusted for differences in number of business days in different months or for normal seasonal movements and on the base, 1935 - 1939 = 100 stands at 147.1 for November, 1941, 152.4 for October and at 135.7 for November last year.

The underlying trend in retail furniture store sales as measured by the seasonally adjusted index reached its peak in the month of July after which a downward trend has been evident, the seasonally adjusted index declining from 148.1 for July to 135.5 for August, 121.8 for September, 115.7 for October and 97.8 for November. November sales this year were 16 per cent below the level of November a year ago.

Sales of stores specializing in radios or household appliances have also dropped off sharply during recent months with November sales standing 21 per cent below November, 1940, while sales for the year to date are up 12 per cent. The seasonally adjusted index for this trade reached its peak in August, 1941 when it stood at 174.4. The following months witnessed successive reductions to 134.7 in September, 117.8 in October and 94.2 in November.

November sales of stores specializing in shoes remained unchanged from November, 1940 while relatively small gains of 9 per cent and 7 per cent were recorded for men's clothing stores and women's clothing stores respectively. The women's appared departments of department stores averaged only 3 per cent higher in November this year than last, the men's clothing departments averaged 5 per cent higher while the shoe department was down by 1 per cent. These results for clothing and shoes must be interpreted in the light of conditions prevailing in the latter part of November, 1940 when cold weather conditions produced a marked stimulus to the clothing and footwear trades, comparisons between November, 1940 and 1939 revealing increases of 41 per cent for shoe stores, 25 per cent for men's clothing stores and 25 per cent for women's clothing stores.

The relatively small increases or decreases recorded in the clothing and footwear departments of department stores in November of this year over last together with decreases of 4 per cent in the furniture department, 14 per cent for household appliances
and 23 per cent for the radio and musical instrument department offset moderate gains for
other lines with the effect that department stores sales as a whole registered a minor
gain of only 4 per cent over November, 1940. Results on a regional basis show that department store sales were slightly lower in the Prairie Provinces in November of this year
than last. Sales in the Maritime Provinces were up by 17 per cent while relatively small
gains of from 3 to 7 per cent were recorded in Quebec, Ontario and British Columbia.

Grocery and meat store sales were 14 per cent higher in November, 1940. Drug store sales averaged 15 per cent higher while results for other lines of business reveal gains of 26 per cent for candy stores, 10 per cent for hardware stores, 14 per cent for restaurants, 16 per cent for variety stores and 7 per cent for jewellery stores.

en grand de la companya de la compan The second of th A second section of the second section s , de 1

Many 18 The Comment of the

open Engles (August 1997) — Lieu Angelt (August 1997) — Li

Kind of Business	November, 1941 + or - per cent compared with			Cumulative Indexes
	November 1930	November 1940	October . 1941	JanNov., 1941 JanNov., 1940
General Index	+18-2	+ 8.4	- 3.5	+15.6
Boot and Shoe Stores	- 3.2	+ 0.2	- 3.2	+16.3
Candy Stores	- 4.6	+26.4	- 1.3	+19.6
Men's Clothing Stores	+38.8	+ 9.1	+ 3.6	+19.3
Women's Clothing Stores	+27.4	+ 6.6	- 4.7	+16.8
Department Stores	+15.3	+ 3.6	- 2 - 2	+15.5
Drug Stores	+24.1	+14.6	- 5.4	+15.4
Furniture Stores	-19.4	-15.7	-24.9	+10.1
Grocery and Meat Stores	+26.6	+14.4	- 0.8	+14.7
Hardware Stores	+13.9	+10.2	-15+5	+17.1
Radio and Electrical Stores.	-47.0	-21.1	-23.7	+11.6
Restaurants	- 9.0	+14.4	- 3.8	+15.8
Variety Stores	+92.4	+15.6	+ 2.8	+20.3

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

November, 1940 and November, 1941

Region	Sales in November, 1941 Compared with Sales in November, 1940		
	Boot and Shoe Stores	Jewellery Stores	
CANADA	+ 0.1	+ 6.9	
Maritime Provinces	+11.4	+33•7	
Quebec	- 2.0	+ 1.8	
Ontario	- 2.7	+8.2	
Prairie Provinces	+ 8.7	+ 5.0	
British Columbia	+ 6.2	+ 1.2	
British Columbia	+ 6.2	+ 1.2	

100 - - -. b Park Carlot Carl

programming continuing again to contract deployments do a to the contract of t

Land the second

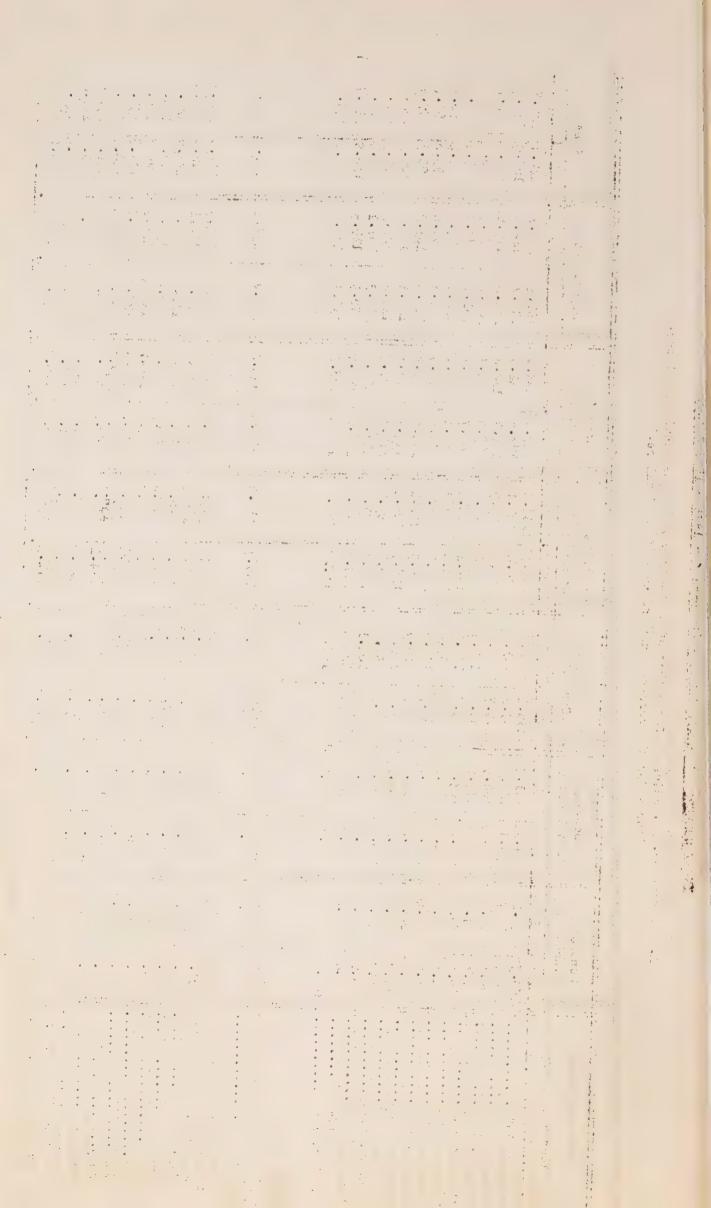
the contract of the contract o

was a color The state of the s 1.0

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision)

										•	-3 -					
සු වූ	В	120-7	107.7	91.3	88.5	90.2	94.7	۲۰۲۷ ۲۰۵۲	1.707	1.70T	115.5	135.5	1		131.6	1254.1 1254.1 1255.1 1255.1 130.9 135.8 135.8
Drugs		122.1	103.3	90.0	87.2	89.2	2000	75.5	0.001	1070	116.9	134.0	-		161.9	117.9 1123.9 126.8 126.8 128.0 138.0 130.6 141.6
nental	tt	142.2	110.6	9.68	87.9	93-7	99.0	7.701	100.00	10.701	128.5	138.4			132.2	123.5 125.0 125.0 123.5 123.7 132.5 136.6
Departmental		161.3													210-2	93.1 94.8 111.6 132.2 123.7 123.7 150.0
s ing	Œ	144.7	1 01	p	10	P	000	7 0	Y C	100	ales (~)	milyampagar overte	133.0	121. 137.3 135.6 135.6 135.6 144. 131. 138.2
Women's Clothing		139.4	1 0	10			Y 7	0 0	~ ~	7 2					193.6	38.1 169.9 1142.9 1133.2 1135.3 156.5
s ng(c)	æ	142.3	6.68	77.4	80.9	91.1	93.2	10070	202.0	4.66	120.1	136-1			125.6	121.139.5 139.5 139.5 137.2 130.5 136.7
Men's Glothing(c		184.2	103.0	96.4	101.2	114.8	126.3	125.5	7.021	127.0	160.3	774.0	C	manin milinolomia appropries	199.7	91.0 82.4 104.4 135.5 137.5 1137.5 1128.5 168.8 17.8 17.8 17.8 17.8
y(h)	В	212.9	141-6	101.4	101.2	99.4		700,0	9-007	23.0	120.5	4	b .		124.0	117.2 134.3 124.3 129.6 122.5 122.5 137.6 139.0
Candy(L)	A	190.1	115.7	85.5	85.7	84.5	ω, γ ω, γ	00 00 00 00 00 00 00 00 00 00 00 00 00	04.7	9.00	105.1	132.8		·	226.5	36.0 124.0 102.4 171.5 130.3 39.6 128.6 134.5
ots	В	151-3	106-9	103.9	103.4	89.3	97.1	112.9	75.1	0.00	130.4	320.6	0		107.0	114.2 134.6 142.6 123.3 121.9 117.9 119.6 147.4
Boots and Sho	A	171.2	77	12	10	93	106.0	77	200		120.6)		146.8	80.0 67.0 99.8 142.8 155.5 133.1 128.3
eneral Index	В	139.2	106.7	87.1	85.0	89.5	95.2	2.001	107.3	10101	123.0	128.6			130.9	130.5 130.5 135.2 134.5 136.5 138.0
General	4	150.5	109.1	91.5	89.6	94.9	104-3	102-2	ナジのて	7.907	٠ ٧	, ,	-		174.1	102.3 101.5 101.5 1119.2 143.0 122.4 133.3 137.3
Voor and Houth	מווא	-	November, 1930		1933	, 1934	November, 1935	0%	•	•	•	•	7		1940 December	J941 January February Ilarch April May June July August September October

Includes men's furnishings.
Candy indexes are based largely upon returns from retail candy chains.



INDEX WULBLARS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision)

1	1												-4	isso														ŧ
Variety	В	94.6	_	~		•	•	. *						•	146.0		153.6	150.9	157.0	159-7	154.8	152.7	163.1	162.6	166.2	171.2	** ** ****	-
Var	ń	9.86	92.4	86-4	74.8	73.5	81.4	93.3	94-1	105.0	106.8	123-1	153.8	177.8	276-2	ò	103.8	121.0	143.4	159.8	154.0	152.2	158.9	152.3	173.0	177-8	4	
rants	В	173.0	145.5	117.5	92.6	89.2	95.9	102.9	9-201	110.8	102.1	106.0	113.9	132.4	114.9	\ \ '	116.9	118.8	118.7	115.6	116.5	119.4	124.4	124.1	127.0	132-4		The state of the s
Restaurants		165.9	137.2	109.7	87.6	84.4	91.1	98.7	100.5	104.9	9-96	100.3	109.2	124-9	117.8		103.2											CASC INTERNATION OF THE PROPERTY OF THE PROPER
Radio and Electrical	В	194.6	150-3	113.2	67.2	64.0	76.2	84.0	105.0	103.1	86.8	6.7.9	114.7	94-2	165.9		144 2004 174	145.6	160.5	144.0	155.6	1.69.1	174.4	134.7	117:13	94.2		
Radio		293.8	217.9	170.9	103.5	93.3	109.5	120-7	128.7	137.4	110.6	124.8	146.2	115.4	224.4		115.3										willbraters for t	A STATE OF THE STA
ware	В	154.4	129.6	100.3	69.3	0.69	86.9	87.4	4.66	100-7	108-3	107.9	123.6	141.6	136.8		134.3	137-2	134.9	125.6	131.6	133.1	142.4	134.2	140.2	141.6		
Hardware	4								97.5		- 6	110.0		138.9	146.2		22.5										o "o ongo – skolego – G	A COMMENSATION OF STREET STREET
eries	В	128.3	113.9	104.4	8.06	87.0	86.0	93.1	95.6	102.7	100.2	107.8	119.0	141-4	128.1		122.0	126.9	136.5	141.4	145-7	136-3	148.3	139.2	143.2	141.4		To the country of the same of
Groceries	2	133.4	114.0	98.9	000000000000000000000000000000000000000	82.00	87.8	98.6	90.5	7-66	98.0	106.3	126.1	144.3	135.5	·	118.0	134.7	132.2	146.8	139.4	133.0	146.0	133.8	145.4	144.3		
ure	В	163.6	118.1	104.1	63.5	70.1	86.5	93.3	107.4	114.8	97.2	103.5	112.1	9.7.8	145.3		124.6	1				. ~	T.	-	1	8.26		
Furniture	A L	184.7	128.6	114.7	68.7	72.3	3 m 0 0 0 0	97.5	105.8	117.2	104.1	110.9	122.9	-	185.8	(83.1	712.7	137.9	174.3	131.5	115.3	738.00	140.1	137.9	103.6)	
Vocas Month	lear and money	1.	•	November, 1950	_	November, 1932		gh.	November 1936	٠,	٠.	^ .	~ .		1940 December	1941	January	Hebruary.					T. C.	Sentember		November		

the state of the s													
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia							
		Nen's C	lothing Stor	oc(c)									
Hovember, 1936.	125.5	113.5	124.4	129.6	1 128.1	113.7							
November, 1937.	128.7	117.0	121.9	130.3	145.7	124.3							
November, 1938.	119.8	109.3	112.3	119.1	147.9	111.7							
November, 1939	127.9	139.2	118.4	128.9	145.8	112.9							
November, 1940	160.3	182.9	150.3	160.3	181.7	137.3							
November, 1941	174.9	223.3	168.4	175.1	178.2	146.1							
1941	137.5	7.00	3.40.0	1 226 2	7050	227.0							
June	111.8	173.9 164.6	142.9 114.6	136.1	125.8	115.2							
August	114.1	156.3	120.6	108.0	93.8	115.6 121.9							
September	128.5	157-2	122.8	124.9	136.3	127.6							
October	168.8	197.1	169.2	168.7	170.5	141.4							
November	174.9	223.3	168.4	175.1	178.2	146.1							
% Change,			2001	-12-									
November, 1941	+ 9.1	+22.1	+12.0	+ 9.2	- 1.9	+ 6.4							
November, 1940		_	þ.										
Change,													
JanNov., 1941	+19.3	+26.8	+20.3	+20.5	+13.3	+11.1							
JanNov., 1940!	не обтоговитиростичний для года года года года до					_							
access constructions are a suppression of the suppr			Clothing Sto										
November, 1936.	106.6	100.2	102.3	112.1	103.1	98.7							
November, 1937.	113.7	112.4	106.3	120.1	114.2	101.5							
November, 1938.	110.1 117.8	107.7	101.1	112.5	124.5	106.9							
November, 1939 · · ·	146.8	133·2 178·3	127.9	151.5	162.3	138.9							
November, 1941.	156.5	185.5	144.7	163.9	162.1	130.1							
1941	1)00)	10,00	277.1	100,0	1000	- 50							
June	133.2	163.4	142.7	129.8	115.6	137.0							
July	111.0	133.5	108.0	108.9	105.6	129.2							
August	119.2	157.0	119.4	119.8	105.1	120.7							
September	135•3	156.9	130.0	133.0	132.7	156.6							
October	164.2	180.3	171.4	164.2	153.4	145.2							
November	156.5	185.5	144.7	163.9	162.1	130-1							
% Change,						6.3							
November, 1941	+ 6.6	+ 4.0	+13 • 1	+ 8.2	- 0.1	- 6.3							
November. 1940	9		•										
% Change, JanNov., 1941	17/0	+19.5	+21•4	+17.9	+ 9.2	+9.6							
JanNov., 1940	+16.8	T17・2	サムエッサ	72/1/									
mention and the second control of the second	a rappyler के दिन्ने निर्माणना व्यक्तिमान विकास करिया है जिससे किया है जिससे किया है जिससे हैं जिससे किया है ज जिससे किया है जिससे किया ह	Grocery at	nd Meat Stor	es									
Market and the second	CO F	NAME OF THE OWNER OWNER OF THE OWNER OWNER.	87.8	91.9	87.6	97.9							
November, 1936.	90.5	(g) (g)	96.6	100.9	99-8	105.2							
November, 1937	98.0	(g)	100.7	100.3	90.3	87.9							
Hovember, 1939.	106.3	108.3	103.5	107.7	108.9	102.6							
November, 1940.	126.1	127.5	118.8	130.2	129-1	124.2							
Hovember, 1941.	144.3	160.3	134+4	148.7	144.1	139.0							
1941													
June	139.4	132 + 3	141.4	136.1	146-8	146.2							
July	133.0	137.8	121.3	134.6	148.6	136.9							
August	146.0	150.8	131-1	145.8	171.0	156.6							
September	133.8	147.4	126.1	132.0	150.0	142.6							
October	145.4	154.2	140.7	148.7	144.1	139.0							
November	144.3	160,3	134.4	1401		-37.4							
% Change,	1.7 4	+25.7	+13.1	+14-2	+11.6	+11.9							
November, 1941	+14.4	12)•1				-							
November, 1940 % Change,													
Jan-Nov-,1941	+14-7	+15.7	+13.8	+16.6	+10.9	+12.6							
JanNov., 1941	174.				1 .	4							
(c) Includes mer	's furnishi	ngs•	(g) N	ot available	3.								
(c) Includes mer	1 D TOLLINGS	3											

The surface of the su														
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia								
	Department Stores													
November, 1936.	112.6	112.6	105.8	117.3	114-2	1 101.4								
November, 1937.	120.5	118.1	113.5	119.0	129.6	114.1								
November, 1938.	118.5	106.7	114.2	116.9	131.2	106-3								
November, 1939	123.9	130.0	121.9	124.3	123.7	110.4								
November, 1940.	150.9	155.5	141.0	150.0	160.8	139.7								
November, 1941.	156.4	181.9	150.2	154.2	158.9	150.0								
1941														
June	123.7	147.0	129.0	125.2	114.5	120-8								
July	102.2	127.5	97 • 4	97.9	97.1	119-1								
August	120.4	137.2	120.1	121.7	107.0	138.0								
October	138.6 160.0	150.6 180.7	140.6	138-2	131-7	147.5								
November	2,56.4	181.9	163.7 150.2	158.5 154.2	154.5 158.9	161.0								
% Change,	1,7004	101.)	190.2	174.6	150 * 5	150-0								
November, 1941	+ 3.6	+17.0	+ 6.5	+ 2.8	- 1.2	+ 7.4								
November, 1940				. 2.0	orb * ten									
% Change,														
Jan Nov. , 1941	+15.5	+24.3	+15.8	+16.0	+11.9	+16.2								
Jan Nov., 1940	ETH THE A TOMOTORY THAN I BELLETY THAT ONE OTHER MANAGEMENT													
		Varie	ty Stores											
N wembers 1935.	94.1	92 • 3	85.7	95.7	105.2	1 96.3								
November, 1937.	105.0	104.8	100.0	108.1	106.2	101.7								
November, 1938.	106.8	107.3	105.4	106.3	112.8	104.2								
November, 1939	123.1	143.2	120.1	118-3	140.9	110.9								
November, 1940.	153.8	195.2	151.1	149.4	162.2	128.6								
November, 1941.	177.8	240.1	173.8	174.3	176.8	141.5								
1.941				344 5	266	118-1								
June	154.0	196.7	172.3	144-5	144.0 152.0	128.6								
July	152.2	196.2	160.7	143.1 150.5	141.8	141.2								
August	158.9	207.4	170.9											
September	152.3	202.1	162.7	141.3	148.9	132.3								
October	173-0	220.3	184.4	164.3	173-4	133+3								
% Change,	177.8	240.1	173.8	174-3	176.8	141.5								
November, 1941	+15.6	÷23÷0	+15•0	+16.7	+ 9.0	+10.0								
November, 1940	71740	123*0	, ±) • 0	1200	, ,	12000								
% Change,														
JanNov., 1941	+20.3	+27.4	+22.7	+20-5	+13 • 4	+10.9								
JanNov. 1940	man or the second reservoir	TOR THE THE BUILDING THE PROPERTY OF THE PARTY OF THE			and the second s	esselven enter entermenter								
		Dru	g Stores											
November, 1936.	95.5	93-4	98.5	95•3	94.8	92.7								
November, 1937.	100.6	99.5	103-3	102.0	95-2	99-3								
November, 1938.	99 • 7	95.7	103.2	99 • 4	99•4	97-4								
November, 1939.	105-0	106.7	107.1	104.2	106.7	99-5								
November, 1940	117.9	126.4	116.7	117.7	112.4	114.5								
November, 1941.	1340	147.4	133.3	137.5	125.4	123-0								
1941			5.7.0	7.07	700.0	320 /								
June	122.8	133-7	118.7	125.6	120.2	112.6								
Julyannon	128.0	145+5	122.2	128+8	126.6	124.9								
Augusto	3.32 • 2	149.3	126.4	132.5	132 • 7	*								
September	130.6	143 • 4	127.2 138.9	129.9 135.3	132.5 155.4	127.6								
October	141.6	151.7	133.3	137.5	125.4	123.0								
November	134.0	147.4	733.3	±31•7	167**	143.0								
% Change, November, 1941	+14.6	+16.6	+14.2	+16.8	+11.6	+ 7.4								
November, 1941	174.00	1.1000			, , , , , , , ,									
% Change,														
JanNov., 1941	+15-4	+21.6	+13-1	+16.7	+13.8	+11.1								
Jan Nov- ,1940	-	-	-	4	•	-								
		4			Anna Mirragina de Calendario d									

Communication and the control of the

•

•

•

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

NOVEMBER, 1940 AND NOVEMBER, 1941

(Based on sales of 16 firms)

November November	% Change
1940 1941	1941/40
TOTAL SALES 26,596,457 27,674,813	+ 4.1
1. Women's dresses, coats and suits 2,908,117 2,923,543	+ 0•5
2. Girls' and infants' wear	+ 9+4
3. Hosiery and gloves	+ 4.8
4. Lingerie and corsets	+ 3•3
5. Millinery	(a)
6. Women's and children's apparel (Total, 1-5) 6,844,726 7,068,301	+ 3.3
7. Men's and boys' clothing and furnishings 3,731,886 3,916,528	+ 4.9
8. Drugs and toilet articles and preparations. 693,488 751,638	+ 8.4
9. Piece goods 1,789,695 1,942,519	+ 8•5
1,028,404 1,063,643	+ 3 • 4
11. Food and kindred products 2,099,377 2,412,715	+14-9
12. Furniture (including mattresses and springs) 1,134,211 1,087,580	- 4 · I
13. Home furnishings	+ 2 • 7
14. Household appliances and electrical supplies 712,627 613,641	-13-9
15. Hardware and kitchen utensils	+14.9
16. Radios, musical instruments and supplies 444,576 344,046	-22.6
17. Shoes and other footwear	- 0.8
18. Stationery, books and magazines 500,800 520,362	+ 3.9
19. All other departments, total	+ 6.9

⁽a) Decline of less than 0.1 per cent.

• . • . •

COAL BRENS

CANADA

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH

Vol. 11

Mo. 12

MONTHLY INDEXES OF RETAIL SALES

IN

CANADA

DECEMBER 1941

Published by Authority of the Hon. James A. MacKinnon, M.P.,

Minister of Trade and Commerce.

OTTAWA

1942

Price \$1 a year

Single copies 10 cents

TABLE OF CONTENTS

			Pag
1.	Summ	ary of Retail Sales in Canada, December, 1941	1
2*	Comp	arisons of Retail Sales in Canada for December, 1941, with Sales in Related Months, by Kind of Business	3
3*	Inde	x Numbers of Retail Sales in Canada (Unadjusted and Adjusted for Differences in Number of Business Days and Seasonal Variations)	
	(a)	General Index, Boot and Shoe Stores, Candy Stores, Men's Clothing Stores, Women's Clothing Stores, Department Stores and Drug Stores	4
	(b)	Furniture Stores, Grocery and Meat Stores, Hardware Stores, Radio and Electrical Stores, Restaurants and Variety Stores	5
4.	Inde	x Numbers of Retail Sales in Canada by Economic Divisions	
	(a)	Men's Clothing Stores, Women's Clothing Stores and Grocery and Meat Stores	3
	(b)	Department Stores, Variety Stores and Drug Stores	7
5.	Depar	rtment Store Sales in Canada, by Selected Departments, December, 1940 and December, 1941	8
6.		rtment Store Sales in Canada, by Selected Departments,	Q

DEPARTMENT OF TRADE AND COMMERCE DOMINION BUREAU OF STATISTICS INTERNAL TRADE BRANCH OTTAWA, CANADA

Acting Dominion Statistician: Chief, Internal Trade Branch: Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C. Herbert Marshall, B.A., F.S.S. A. C. Steedman, B.A.

MONTHLY INDEXES OF RETAIL SALES, DECEMBER, 1941 (1935-1939 = 100)

Brisk Christmas trading resulting from increased purchasing power in consumers' hands is reflected in retail trade statistics for December as reported to the Dominion Bureau of Statistics by a representative number of retail stores giving representation to twelve different lines of business. The amount of money spent by consumers in retail trading establishments in December, 1941 was 16 per cent above December, 1940 and exceeded that of any other month in the records of the past thirteen years. The composite index of sales, in the calculation of which each of the twelve components is given its proper weight, stands at 201.5 for December, 1941, at 146.6 for November, 1941 and at 174.1 for December, 1940. The previous high record was in December, 1929 when the index stood at 174.4.

With the exception of stores specializing in the sale of furniture, radios or electrical household appliances, all lines of business for which separate figures are available registered increased sales compared with December, 1940. Enhanced prices arising from increased excise taxes, reduced quotas on production and restrictions on instalment buying combined to effect a decrease of 26 per cent in the dollar business transacted by radio or electrical appliance specialty stores in December, 1941 compared with the preceding year. November sales were also below November, 1940, but declines during these months were rather more than offset by earlier increases, annual sales for 1941 standing 6 per cent above the dollar volume recorded for 1940. Furniture store sales were 19 per cent lower in December, 1941 than in December, 1940 and were up 7 per cent in the annual comparison. Adjustments for price increases would reveal reduced volume in 1941.

Shoe store sales ranged 38 per cent higher in December, 1941 than in the corresponding month of 1940. Part of this marked increase must be attributed to the fact that a considerable portion of the shoe trade normally transacted in December was transacted in November in 1940, cold weather conditions prevailing in the latter part of that month advancing the usual shoe trade season. The December increase in Quebec was outstanding, amounting to 55 per cent while increases for other regions were 28 per cent in the Maritime Provinces, 39 per cent in Ontario, 27 per cent in the Prairie Provinces and 14 per cent in British Columbia. Annual sales for the Dominion averaged 19 per cent higher in 1941 than in 1940.

Stores specializing in men's clothing or men's furnishings transacted 20 per cent more dollar business in December, 1941, than in December, 1940, while sales for the year were up by a similar percentage. Gains, both for the month of December and also for the year, were greater in Central and Eastern Canada than in the West. Percentage increases between December of 1941 and 1940 for each of the five regions of the country with percentage gains for the year in brackets are as follows: Maritime Provinces, 21 per cent (26 per cent); Quebec, 27 per cent (21 per cent); Ontario, 21 per cent (21 per cent); Prairie Provinces, 12 per cent (13 per cent); British Columbia, 10 per cent (11 per cent).

Women's specialty store sales were up 16 per cent in December, 1941, over 1940, while the annual comparison reveals a gain of 17 per cent. Regional results for this trade resemble those for men's clothing stores, with most pronounced gains in Central and Eastern Canada. December increases for the various regions with annual results in brackets follow: Maritime Provinces, 17 per cent (19 per cent); Quebec, 24 per cent (22 per cent); Ontario, 15 per cent (17 per cent); Prairie Provinces, 7 per cent (9 per cent); British Columbia, 13 per cent (11 per cent).

Department store sales were up 14 per cent in December, 1941 compared with 1940, while sales for the year 1941 avaraged 15 per cent above the preceding twelve-month period. The Quebec increase of 18 per cent in December, 1941, over 1940 exceeded uniform gains of approximately 13 per cent for each of the other four economic divisions, while the Maritime Provinces stand highest in point of view of increased sales for the year.

-2-

Percentage increases for December with annual averages in brackets are as follows: Maritime Provinces, 13 per cent (22 per cent); Quebec, 18 per cent (16 per cent); Ontario, 14 per cent (16 per cent); Prairie Provinces, 13 per cent (12 per cent); British Columbia, 13 per cent (16 per cent).

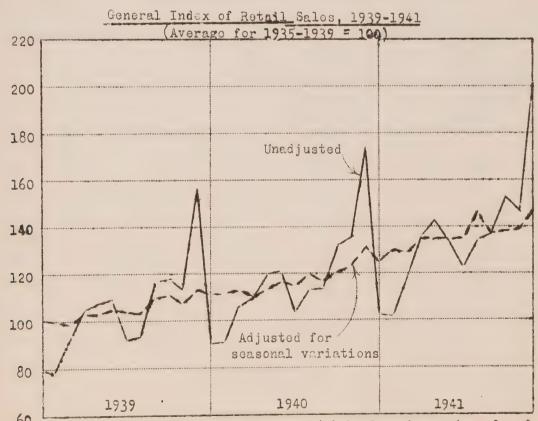
A comparison of department store sales by departments for December, 1940 and 1941, shows the household appliance and electrical supplies department down 15 per cent; the radio and musical instrument department down 12 per cent; an increase of 2 per cent for the furniture department and increases of considerable magnitude for the other departments for which separate data are compiled. Wo men's and children's apparel departments gained 15 per cent while men's and boys' clothing and furnishings were up 18 per cent. Piece goods increased 19 per cent and the shoe department was up 23 per cent. December figures for other departments and annual totals by departments for 1940 and 1941 will be found in the attached tables.

December sales of drug stores increased 36 per cent over November, 1941, and were 13 per cent above December, 1940, while sales for the year 1941 averaged 15 per cent above the preceding year. The 36 per cent increase from November was considerably in excess of the usual seasonal movement with the result that the seasonally adjusted index of drug store sales advanced from 135.9 in November to 145.9 in December. Increases over December, 1940, were reported in all sections, percentage increases between December, 1940 and 1941, for each of the five economic divisions with annual increases in brackets are as follows: Maritime Provinces, 14 per cent (21 per cent); Quebec, 7 per cent (13 per cent); Ontario, 16 per cent (17 per cent); Prairie Provinces, 11 per cent (14 per cent); British Columbia, 12 per cent (11 per cent).

Customers spent 20 per cent more money in grocery and meat stores in December, 1941, than in December, 1940, while sales for the year advanced 15 per cent. The December increase was higher in the Maritime Provinces than elsewhere, while annual increases were fairly uniform for Contral and Eastern Canada. Percentage increases between December of 1940 and 1941 for each of the five divisions with annual gains in brackets stand as follows: Maritime Provinces, 30 per cent (17 per cent); Quebec, 21 per cent (15 per cent); Ontario, 18 per cent (17 per cent); Prairie Provinces, 14 per cent (11 per cent); British Columbia, 15 per cent (13 per cent).

Sales of hardware stores gained 23 per cent between November and December and were 17 per cent higher than in December, 1940, an increase similar to that recorded in the annual totals. Restaurants receipts increased 18 per cent in December, 1941 over 1940, while annual figures were up 16 per cent.

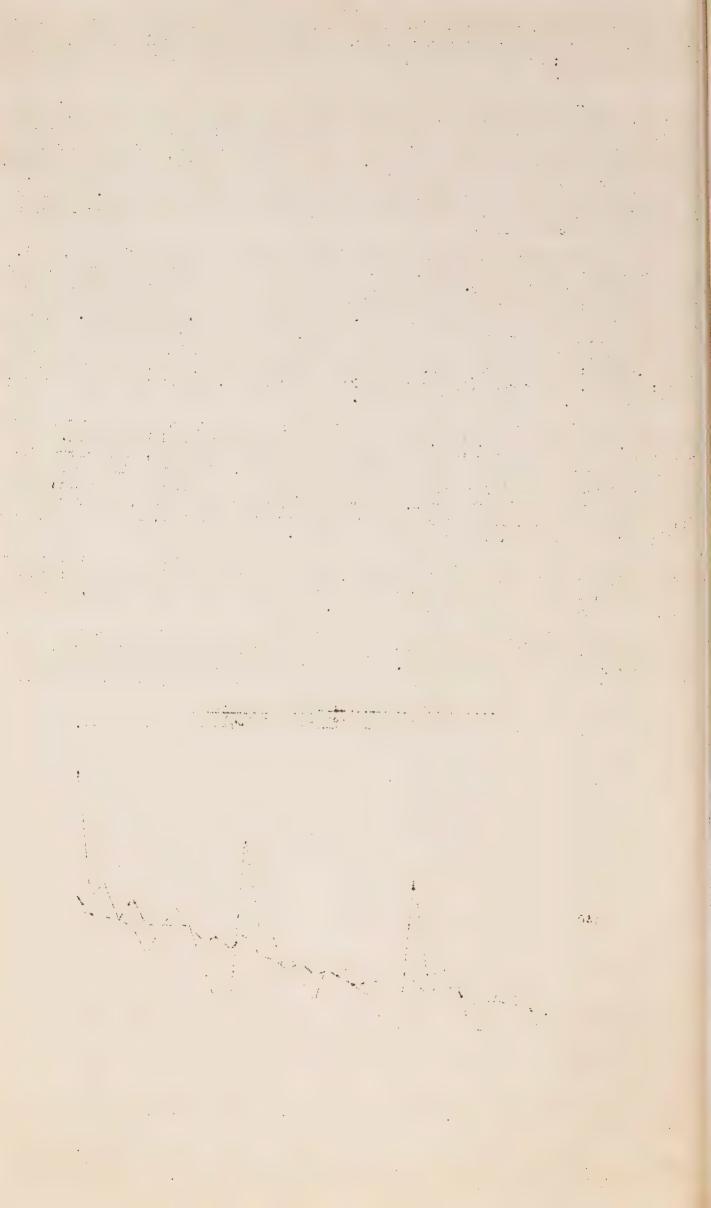
Variety stores continued the increase in business recorded in results for earlier months. December sales of variety stores gained 90 per cent over November and stood 21 per cent over December, 1940. The 90 per cent increase over November was somewhat greater than the usual seasonal movement for this time of the year; the seasonally



adjusted index rising from 171.6 in November to 175.0 in December. Annual sales for this

trade were up 20 per cent.

Jewellery store sales increased 8 per cent over December, 1940. Gains of 23 and 12 per cent in the Maritimes and Quebec were modified by smaller gains in Ontario and British Columbia and by a 4 per cent decrease in the Prairies.



Kind of Business	+ or -	December, 194 per cent compa		Cumulative Indexes
Aind of business	December 1930	December 1940	November 1941	JanDec.,1941 JanDec.,1940
General Index ·····	+27.0	-125.7	+37:44	+15.6
Boot and Shoe Stores	+16.3	+38+1	+58.0	+18.7
Candy Stores	+15.7	+42.1	+141.2	+23+4
Hen's Clothing Stores	+68.9	+20+3	+37 • 4	+19.5
Women's Clothing Stores	+ 5.5	+16.1	+44+6	+16.7
Department Stores	+26•4	+13.9	+54.1	+15.2
Drug Stores	+45•2	+13.0	+36.2	+15.1
Furniture Stores	- 6.0	-19·3	+33.1	+ 6.5
Grocery and Meat Stores	+28•6	+19.6	+12.7	+15.1
Hardware Stores	+26.8	+17.2	+23.3	+17.2
Radio and Electrical Stores	-38.7	-25.6	+44.7	+ 6.2
Restaurants	- 8.0	+17.6	+ 9.7	+16.3
Variety Stores	+101.6	+20.8	+90•3	+20.4

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

December, 1940 and December, 1941

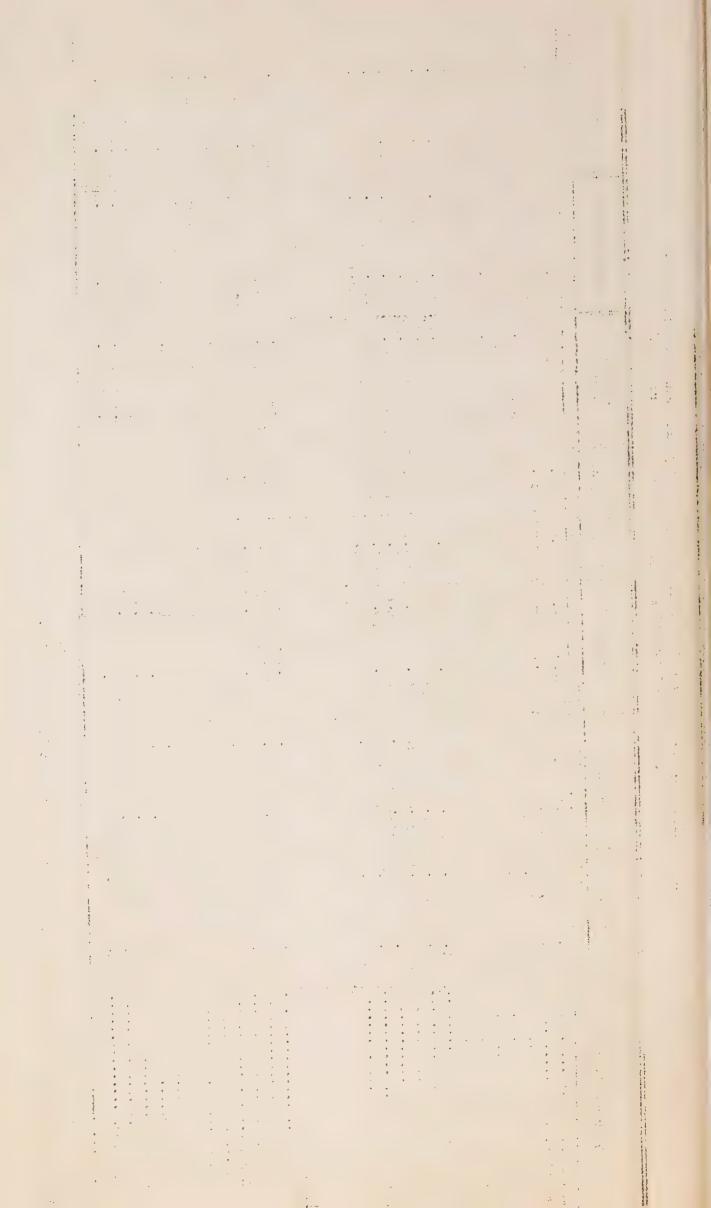
Region	Sales in December, 1941 Compared with Sales in December, 1940									
	Boot and Shoe Stores	Jewellery Stores								
CANADA	+38.1	+ 8.1								
Maritime Provinces	+27.5	+22.8								
Quebec	+54.9	+11.8								
Ontario	+39.1	+ 8.6								
Prairie Provinces	+27.0	- 4-1								
British Columbia	+13.8	+ 4•9								

AD Alles Appendents of publishing of the property of the publishing of the publishin 1000 • • . . the state of the state of the state of 40.00 . . . - 1 t . 1 * * ** 1 2 4 ٠, ٠ and the second of the second of the second A Marin Committee of the Committee of th and a superior

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

														,													
න න	В	119.4	109.2	103.4	89.1	86.9	91.0	96-1	8-66	105.2	101-3	111.4	131.6	145.9			124.6		4								
Drugs	A. T.	135.1	126.0	120.1	1001	9.101	105.3	108.7	126.0	133-3	131.2	141.6	161.9	183.0		-	112.4	3	ô	°	2	ထိ	2	ó	-	4	m
nental	B					88.6								145.8		å	126-1	N	Š	6.	'n	Š	9	9	9	-	70
Departmental	A	7	39.	570	29.	134.0	6	320	57.	140	11.	38	0	239.4		93.1	94.8	111.6	132.2	134,3	123.7	102.2	120.4	138.6	160.0	155.4	239.4
n's hing	B	134.1				93.0								149.6	gggggirin goloogiaa ng isi anag na waa	-	137.3	3	2	4.	ŝ	5	ô	4.	-	-	6
Women's Clothing	A	-	m	å	0	178.3	ŝ	6	å	10	m	~	ô	e-f-		88.1	19.9	114.8	169.9	142.1	133.2	111.0	119.2	135-3	164.2	155.5	224.8
Wen's Clothing(c)	В	30.		4.		73.7	°°	3	i	6	2	04.	-	46.	Parkers de Republica	-	139.5	ò	å	0	و ا	ô		ċ	3	ò	ů
Men's Clothin	A	o												240.3			82.4				6						
(h)	В			9	0	102.3	0									5	134,3	4.	6	40	å	-	-	ô	6	00	ô
Candy(h)	Ą	45.	78.	65.	25.	192.5	98.	00	.96	94.	87.	98.	26.	321.8		86.0				130.3							
ts	В	153-1	125.8	119.0	92.1	86.9	104.0	103-5	92.9	114.5	81.9	98.5	107.0	144.2		114.2	134.6	142.6	128-3	121.9	117.9	119.8	147.4	111.8	121.3	134.0	144.2
Boots and Shoes	A	207.1	174.3	164.9	136.7	127.9	161.7	156.0	147.2	172.0	139.0	143.9	146.8	202.7		80.0	0-19	8-66	48.	142.8	55.	14.	14.	32.	33.	28.	02.
ral	В	137.0	120.8	106.0	82.4	83.5	90.3	94.6	101.4	111.1	6.66	112.3	130.9	147.2		4.	130.5	6	2	40	4	4.	9	9	ထိ	$\dot{\circ}$	-
General Index	A		158-6	139.7	114.3	112.5	121.2	125.9	136-3	147.9	144.3	157.1	174.1	201.5		102.3	101.5	119.2	3	143.0	å	å	4.	-	° N	9	ä
Year and Month		December, 1929	•		December, 1932	December, 1933	•	0%	~		•	•		Docember, 1941	1941	January	February	March	April	May	June	July	August	September	October	November	December

⁽c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.



INDEX NUMBERS OF RETAIL SALES - (Average for 1935 - 1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for current year are subject to final revision)

CD-MICE COMPANY		 -5~
Variety	B	90.4 90.2 90.2 90.2 82.3 882.1 113.7 122.7 148.3 175.0 157.0 157.0 163.1 163.1 163.1 165.2 1165.2
Var	ķ	161.5 168.2 168.2 142.9 140.7 156.8 191.1 209.1 209.1 248.1 280.7 339.1 158.9 178.2 339.1
staurants	æ	173.4 120.9 86.4 86.4 101.5 10
Rest	٠٤,	177.6 125.6 125.6 108.9 103.2 103.2 113.8 113.8 114.4 1125.2 118.2 118.2 118.2 118.2 118.2 118.2 118.2 118.2 118.2
dio and ectrical	æ	1884.9 999.5 666.0 666.0 1005.7 1005.7 1008.1 1008.1 1183.1 1183.1 1187.6 1187.6 1187.6 1187.6 1187.6
Radio	ंद	306.4 169.5 109.0 122.0 122.0 123.1 146.3 110.4 110.4 110.4 1134.5 1136.9 1151.3 1151.3
Hardware	Д	151.0 15
Har	ý	165.8 112.9 112.9 112.9 112.9 113.4 113.4 113.6 1146.2 1146.2 1146.2 1146.2 1146.2 1146.2 1146.2 1146.2 1146.2 1146.2 1146.2 1146.2 1146.2 1146.2 1146.2
Meats	В	134.6 120.6 100.9 83.6 83.6 82.0 100.9 110.9 126.9 126.9 126.9 148.3 148.3 148.3 149.5
Groceries and Meats	4	137.2 126.0 111.0 98.2 94.0 96.4 109.2 129.3 129.3 135.5 135.5 135.6 135.7 135.2 146.0 133.0 146.0 146.0
Furniture	В	144.4 111.8 63.9 63.9 71.2 86.22 100.2 113.0 113.0 113.0 113.0 113.0 113.0 113.0 113.0 113.0 113.0 113.0 113.0 113.0 113.0 113.0
Furn	A	123.2 123.2 123.2 123.2 102.3 123.2 125.6
Year and Month	***************************************	December, 1929 December, 1930 December, 1931 December, 1934 December, 1935 December, 1936 December, 1936 December, 1938 December, 1938 December, 1940 December, 1941 January February March Junech

A Special A market * .

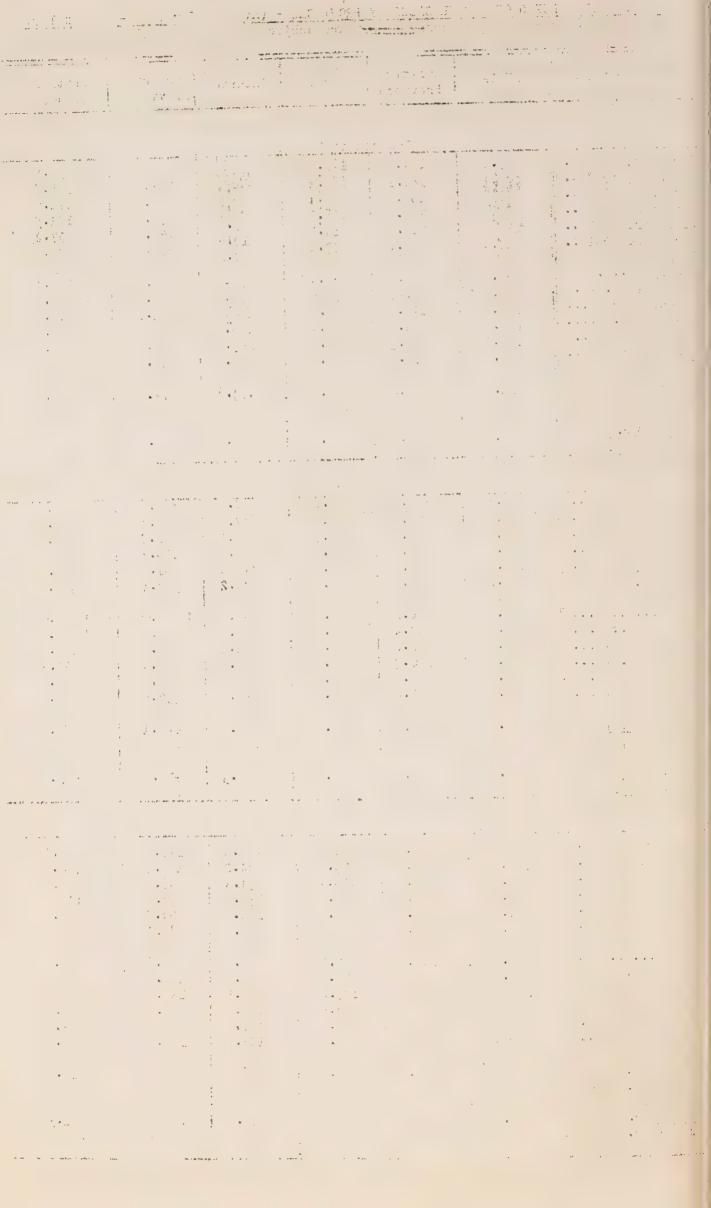
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia							
		Men's Clo	othing Store	(c)	,								
December, 1936	166.5	173.8	152.9	174.2	149.1	184.5							
Docember, 1937		183.4	166.1	181.0	149.5	192 • 4							
December, 1938	163.7	171.7	145.4	173.8	149.8	176.6							
Docember, 1939		208.4	151.6	138.6	171.9	189.9							
December, 1940		250.8	171.9	212.0	178.8	201.6							
December, 1941	240.3	304.5	217.8	256.8	200.1	222+3							
1941		3.,											
July	111.8	164.6	114.6	102.4	106.4	115.6							
August	114.1	156.3	120.6	108-0	93.8	121.9							
September	128.5	157.2	122.8	124.9	136.3	127.6							
October	168.8	197.1	169.2	168.7	170.5	141.4							
November	174.9	223.1	166.6	175.9	179.9	143.8							
December	240.3	304.5	217.8	256.8	200.1	222 • 3							
. 5 Change,													
December, 1941	+20.3	+21.4	+26.7	+21.1	+11.9	+10 • 3							
December, 1940			•										
Change,													
JanDec., 1941	+19.5	+26.0	+21.0	+20.7	+13-2	+10.8							
JanDec., 1940				<u> </u>	! .								
		*** 1	33 11.1 C+		4								
2026	3 70 3	The same of the sa	Clothing St		345 0	24/ 2							
December, 1936	152.1	144.2	144.1	160.1	145.8	146.3							
December, 1937 December, 1938	155-2	174.5	145.7 140.0	164.3	153.8	144.2							
December, 1938	153.6 168.0	165.2		177.6	166.9	154.8							
December, 1939	193.6	195.4	151.7 182.7	205.1	178.0	173.7							
December, 1941	224.8	266.4	226.6	236.1	190.4	196.1							
1941	22440	200.4	220*0	230.1	1,004	1/004							
July · · · · ·	111.0	133.5	108.0	108.9	105.6	129-2							
August	119.2	157.0	119.4	119.8	105.1	120.7							
/September · · · · ·	135.3	156.9	130.0	133.0	132.7	156.6							
October ·····	164.2	180.3	171.4	164.2	158-4	145-2							
November	155.5	188.3	144.0	161.3	159.1	139.0							
December	224.8	266.4	226.4	236.1	190.4	196.1							
% Change,						·							
December, 1941	+16.1	+17.0	+24.0	+15.1	+ 7.0	+12.9							
December, 1940	-		•										
% Change,													
Jan Dec. , 1941	+16.7	+19.3	+21.7	+17.4	+ 8.7	+10.6							
Jan Dec., 1940	A CONTRACTOR AND ADDITION AND A				<u> </u>	4 -							
		Gnacon	and Meat S	tores									
Discombon 1026	109.2		103.9	1111.5	106.1	122.9							
December, 1936		(g)	119.9	126.6	121.9	134.9							
December, 1937 · · · December, 1938 · ·		(g)	124.9	127.6	103.7	102.9							
December, 1939 **		131.0	128.4	132 • 2	123.7	123+2							
December, 1939		136.3	130.6	141.6	128.6	130.9							
Docember, 1941		177 • 4	158-4	167.7	146.9	150.8							
1941 1941 11	102.0		470-4										
July accessor	133.0	137.8	121.3	134.6	148.6	136.9							
August *****	146.0	150.8	131.1	145.8	171.0	156.6							
September · · · ·	133.7	147+4	126.1	132.0	146.0	134.1							
October	145+2	154.2	140.7	145.9	148.0	142.6							
November · · · · ·	143.7	156.5	134.4	148.6	141.8	139.1							
December · · · ·	162.0	177.4	158.4	167.7	146.9	150.8							
% Change,													
December, 1941	+19.6	+30.2	+21.3	+18.4	+14.2	+15.2							
December, 1940					-	•							
Change,				7/0	.200	.30 0							
JanDec., 1941	+15.1	+16.8	+14.5	+16.8	+10.8	+12.8							
JanDec.,1940	1	1											
			/ \ \ \ \ \ \										

⁽c) Includes men's furnishings.

en la companya di mangantan di m Mangantan di mangan and plant of the first state of the state of . and the second of the second o • • • •

UNADJUSTED INDEXES OF RETAIL SALES BY PROVINCES - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)													
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia							
December		Depar	tment Stor	8									
December, 1936		174.0	162.8	174.9	160.6	158.8							
December, 1937	11 -11-0	184.2	179.3	183.1	161.2	168.8							
December, 1938	11 -1-1	169.5	180.1	175.6	163.0	171.0							
December, 1939	11 2000)	204.6	198.1	195.3	177.9	173.5							
December, 1940	11	245.3	215.3	218.9	192.3	197.2							
Jecember, 1941	239.4	276.7	253.0	249.0	217.1	222.4							
July						62604							
August	102.2	127.5	97.4	97.9	97.1	119.1							
September	120.4	137.2	120.1	121.7	107.0	138.0							
October	138.6	149.7	140.6	138.2	131.7	147.5							
November	160.0	180.7	163.7	158.5	154.5	161.0							
December	155.4	181.3	148.5	153.2	157.9	150.0							
% Mange,	239•4	276.7	253.0	249.0	217.1	222.4							
December, 1941	122.5	1											
December, 1940	+13.9	+12.8	+17.5	+13-8	+12.9	+12.8							
% Change,	-	•	•		•								
Jan Dec. ,1941	+15.2	+22.3	13.5.0										
Jan Dec., 1940	127.5		+15.9	+15.6	+12.0	+15.7							
		**											
December, 1936	191.1	Vari	ety Stores										
December, 1937	209.1	198.0	166.6	197-7	191.8	220.3							
December, 1938	218.2	225 • 2	191.7	217.4	190.1	226.1							
December, 1939	248.1	231.0	199.7	221.5	220.9	239.0							
December, 1940	280.7	368.5	227 .6 257 . 2	242.6	264.2	257.4							
December, 1941	339.1	447.0	328.0	278.1 332 .2	281.7	268.7							
1941	337.2		320.0	332.4	332.8	301.8							
July	152.2	196.2	160.7	143.1	152.0	128.6							
August	158.9	207.4	170.9	150.5	141.8	141.2							
September	152+3	202.1	162.7	141.3	148.9	132.3							
October	173.0	220.3	184.4	164.3	173.4	133.3							
November	178.2	240.1	175.5	174.3	176.8	141.5							
December	339.1	447.0	328.0	332.2	332.8	301.8							
% Change,		Street, ca											
December, 1941	+20.8	+21.3	+27.5	+19.5	+18.1	+12 • 3							
December, 1940	4	٩	,										
% Change,	100 4												
<u>JanDec., 1941</u> JanDec , 1940	+20.4	+26.3	+23-6	+20-3	+14.2	+11.2							
Comment of the Commen			•			***							
1 Marie Mari		Drug	Stores			· ·							
December, 1936	126.0	139.6	114.4	125.0	132 • 4	133-7							
December, 1937	133+3	151.1	123.2	134.2	131-4	140.7							
Pecember, 1938	131.2	131.8	120.7	131.9	138.0	135.5							
December, 1939	141.6	160.1	127.6	139.8	152.2	145.2							
December, 1940	161.9	196.5	154.9	156-5	169.5	163.1							
December, 1941	183.0	223.5	164.9	182-1	188.9	.182*9							
July	300 0	715	100.0	700 0	30//	304.0							
August	128.0 132.2	145.5	122.2	128.8	126.6	124.9							
September	130.6	149.3	120+4	132.5	132.7	128-2							
October	141.6	151.7	138.9	135.3	155.4	127.6 145.5							
November	134-4	149.3	134.5	137.1	126.4	123.4							
December	183.0	223.5	164.9	182.1	188.9	182.9							
Change,	200.0			204,74		1000)							
December, 1941	+13.0	+13.7	+ 6.5	+16.4	+11.4	+12.1							
December, 1940													
Change,													
JanDec.,1941	+15.1	+20.7	+12.5	+16.7	+13.6	+11-3							
Jan Dec., 1940					-								
					}								



-8-

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

DECEMBER, 1940 AND DECEMBER, 1941

(Based on sales of 20 firms)

(Dased on sales of 20 firms)					
pr tripositysisi		December 1940	December 1941	% Change, 1941/40	
	TOTAL SALES	39,222,904	44,807,483	+14.2	
1*	Women's dresses, coats and suits	3,072,980	3,535,611	+15•1	
2.	Girls' and infants wear	1,430,052	1,785,458	+24•9	
3•	Hosiery and gloves	2,366,088	2,526,238	+ 6.8	
4.	Lingerie and corsets	2,110,660	2,452,105	+16.2	
5•	Millinery	247,814	283,161	+14.3	
6.	Women's and children's apparel (Total, 1-5)	9,227,594	10,582,573	+14.7	
7.	Men's and boys' clothing and furnishings	5,242,934	6,192,207	+18.1	
8.	Drugs and toilet articles and preparations	1,624,640	1,850,623	+13•9	
9.	Piece goods ······	2,168,163	2,588,179	+19•4	
10.	Smallwares	1,714,754	1,981,498	+15•6	
11.	F)od and kindred products	2,677,601	3,126,883	+16.8	
12.	Furniture (including mattresses and springs).	1,423,200	1,452,658	+ 2.1	
13.	Home furnishings	2,053,616	2,333,999	+13•7	
14.	Household appliances and electrical supplies.	1,028,060	878,128	-14.6	
15.	Hardware and kitchen utensils	954,630	1,086,976	+13.9	
16.	Radios, musical instruments and supplies	721,217	637,640	-11.6	
17.	Shoes and other footwear	2,707,856	3,324,837	+22.8	
13.	Stationery, books and magazines	1,274,062	1,460,536	+14.6	
19.	All other departments, total	6,404,577	7,310,746	+14.1	

The second of th the state of the s The state of the s the state of the s . . * . . € 4 5 . . . the state of the state of

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

1940 and 1941.

(Based on sales of 23 firms)

***************************************		1940	1941	% Change 1941/40
	TOTAL SALES	253,091,801	293,160,217	+15.8
1.	Women's dresses, coats and suits	24,817,200	28,874,221	·+16·3
2.	Girls' and infants' wear	8,584,849	10,842,377	+26•3 ·
3.	Hosiery and gloves	11,567,327	13,067,016	+13.0
4.	Lingerie and corsets	11,458,719	13,235,577	+15•5
<i>j</i> •	Millinery	3,226,098	3,486,425	+ 8.1
5.	Women's and children's apparel (Total, 1-5)	59,654,193	69,505,616	+16.5
7•	Men's and boys' clothing and furnishings,	29,182,540	33,738,799	+15+6
S.	Drugs and toilet articles and preparations	7,701,479	8,821,632	+14.5
9.	Piece goods	18,480,054	21,349,037	+ 1 5•5
10.	Smallwares **	9,089,249	10,113,790	+11.3
11.	Food and kindred products	22,542,680	25,816,410	+14.5
12.	Furniture (including mattresses and springs).		17,209,636	+19•2
2.3.	Home furnishings	18,110,960	20,892,499	+15•4
· 2/. •	Household appliances and electrical supplies.	7,615,972	8,721,865	+14.5
17.	Hardware and kitchen utensils	8,861,799	11,035,226	+24•5
3.6.	Radios, musical instruments and supplies	3,973,619	3,899,777	- 1.9
17.	Shoes and other footwear	18,953,505	21,285,796	+12+3
10.	Stationery, books and magazines	4,261,353	4,840,104	+13.6
17.	All other departments, total	30,223,498	35,930,030	+18•9
produced			İ	

the state of the s The second secon







Cotertification

BINDING SECT. AUG IT 1918

Covernment Publications

